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SPECIAL INTERVIEW

Yoshitomo Nara (Artist)

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The theme of the cover of this month's issue is "Japanese Winter Cuisine". To find out more about it, check out the featured article on page 1.



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"MUSIC AND THE VISUAL ARTS WERE SYNCHRONIZED IN MY MIND WHEN I WAS A BOY."

— YOSHITOMO NARA



*Yoshitomo Nara, the most influential Neo Pop artist working today, is currently exhibiting his extensive work at the Asia Society. The exhibition, *Nobody's Fool*, features more than one hundred works of the internationally recognized Japanese artist, many of which have never been shown before in the U.S. Back in September at the launch of the exhibition, he chatted with members of the Japanese press at a round-table interview.*

Is this the first exhibition for you that focuses on a musical element?

I think it's the first time in the sense of curators defining my art like that. Playing music is not unusual in my exhibitions, and I add some hidden musical elements to my work that only a few people can uncover. For this exhibition, the curators described my art as relating to isolation, rebellion, and music for the first time. Since I always mix them all, this exhibition looks fresh

to me. I would not display my art like that, but it gives me another perspective — "Here, scholars see my art like this..." — something like that.

Was displaying the record jackets your idea?

Everyone thinks I like punk rock and music from the late 70s, but I actually listened to other music and got great influence from it even before I came to know punk rock. The record jackets displayed in the exhibition are from the albums I listened to in those days. I have a brother who is a bit older than I am, so I was quite familiar with the music of the 60s and 70s. So, the point here is that my art is not just influenced by pop-style music. The records there are mostly singer-songwriters' albums and their lyrics and sounds go deep inside the listener's ear — my art is influenced by such music. If I was inspired simply by pop-style music, my art would be wasted or would just appeal to a younger generation. But that's not what happened. So, I brought the record jackets to show how my music experience has affected my art.

Punk comes from the U.S. and England. So Japanese people have a handicap. We don't know the language, first of all, and can hardly understand what the songs are saying. We take a lot of time trying to understand them, and we often misinterpreted the meanings. When I was in junior high and high school, we did not have the Internet and there was not much information. The release itself was delayed, so we would get to listen the music almost a half a year after the release in the U.S. and Europe. Two music magazines and 30-centimeter square record jackets were all the resources we had. We had to guess the meanings of everything from them. Our religious views differ from those in the West, and our sense of beat, rhythm, and sound is not similar to theirs. However, we were still attracted to Western music by the music itself, what limited information we had, and the 30-centimeter square record jackets. I think

this experience allowed me to grow a completely different ability. I imagined the meanings of the lyrics even though I didn't really understand them, and this really made me improve my imagination. I think, it's strange, but the lyrics turned out quite similar to what I imagined. At the time, I realized that the sound itself had a power to convey the essence of the song, even without the lyrics.

Who is the artist who most influenced you?

Nail Young, maybe. Also musicians like Bob Dylan and Janis Mitchell drew their record jackets themselves. I was especially impressed with Mitchell's jackets, and later I found out that she had graduated from art school. I can't really explain it, but music and the visual arts were synchronized in my mind when I was a boy.

You once mentioned that through working collaboratively you became able to do some things but at the same time there were some things you were no longer able to do. Would you elaborate on this?

As long as I don't have to direct the team, I'd love to do collaborative works all the time. I feel really comfortable when I'm a part of a team, but I probably would not play a leading role anymore.

Also, I started ceramics about three years ago. It might sound strange, but I have to make ceramics by myself, alone, and reflexively I have my own time to look into myself. The more I have time to myself, the better I can draw. I actually cannot draw well after collaborating. This doesn't mean that I am unable to create art, but I simply don't have enough time. After gaiting together with other artists in collaboration, I have needed a week or two to retrieve my own pace after the project was over. I'm not really good at controlling that kind of thing. The strongest passion in me is to draw and having more time to myself totally allows me to produce more work.

When you say "to draw," do you mean to sketch or to draw on a canvas?

To draw on a canvas. To me, sketching is like graffiti or a diary where I can scribble anything: good or bad. If nothing comes out of me, I can describe that. On a canvas, however, I have a responsibility to some extent—I have to question myself, I have to communicate with the canvas. So, sketching and drawing on a canvas are completely different to me. Other than sketching and drawing on a canvas, I brought works on billboards to this exhibition, which is a different drawing style.

How different?

In my long career of drawing and publishing my art, I realized that there are two types of audiences: one that views my artwork as paintings and another that views them as character-based art, like Hello Kitty. I consider myself someone who has drawn paintings, and I don't think I'm influenced by manga culture, as is often claimed. I'm rather influenced by picture books and Disney animation, but many people try to relate my works to Japanese manga. I have hated this. So in the hopes of letting them know, I drew something easy to understand with simple lines on billboards. But nobody understood it, actually. To make matters worse, I recently have been drawing my billboard works more carefully and wholeheartedly, so the works are becoming like paintings. I have come to think that's a problem (laughs).

There are drafts for billboard works. I put together the images from my sketches and sometimes make it into creative conceptual works. But since my artworks are animals and kids, nobody can see through to the concept because of the distraction of such animal and kid images.

You intergrated Western cultures and took them into your art, correct?

I'm often described as being influenced by Japanese manga and youth culture, but I think nobody is more Americanized than I am. As I said before, I tried to feel music in my own way because of the limited information (language barrier, and cultural differences). Also, I was so happy when I found that I shared the same birthday with Walt Disney! I guess it's more of an honor than being told where my birthday with Osamu Tezuka. Tezuka himself loved Disney and tried to learn from him. Disney established a sketching school in his studio to teach youngsters

how to draw caws and horses and everything. But this aspect of creating animation was not exported to Japan. Japanese manga (or *orange anime*) in those days did not study sketching. So, even some famous manga-ka are not good at sketching from an art student's point of view. Since Tezuka employed a cinematic perspective in his manga, he could compensate that aspect and even made great work. In a sense, the image in each frame of Japanese manga does not show many things, but rather it structures the story as a whole. I think this drawing culture is not unrelated to the way manga has developed.

But you are considered to represent a type of Japanese culture.

I guess that's not a misconception.

However, your origins are something very Western...

I have come to like Asia these days. I have been greatly influenced by Western culture, but I'm wondering if my core deep, deep inside me is something Asian. The same environment that I was raised in cannot be easily found in Japan anymore, but in Asian countries, I had old ja ya selling landscapes like those of my childhood. I keep thinking about that these days. As I go to places like Indonesia, Thailand, Seoul, and Taipei for my exhibitions, that sentiment gets stronger. I have a feeling that I'm beginning to blend the influence of Western culture with something Asian that is innate in me.

You once mentioned that you thought about the people you adored in your twenties to help you move on when you faced difficulties. Would you tell us more about this?

The image of my favorite groupie is a person who commits to an act like a fool. For example, I and I liked Neil Young. His sound hasn't changed at all for a long time, and I think that attitude has a reality for me, the reality of a steam locomotive but not of a shinkansen (bullet train). I don't really like the fast trains, though they're convenient. They have a beauty in terms of function, but there is no beauty that resonates with the human heart. I find beauty in things I like a steam locomotive. I like such people. I guess I like groupies who keep doing what they did in their twenties. I can't explain this well, but I hope you understand.

***Osamu Tezuka (1928-1989)** A legendary Japanese manga artist and animator known for Astro Boy, Kimba the White Lion and Black Jack. Often described as the Japanese Walt Disney, he influenced many manga artists and animators in the world with his innovative story-telling style.

YOSHITOMO NARA

Adored by an enormous cult following and praised by art critics, Yoshitomo Nara is one of the most influential Neo Pop artists in the world. Born in Hiroshima, Japan in 1958 and educated at Aichi Prefectural University of Fine Arts and Music, and the Kunstakademie Düsseldorf in Germany, Nara burst onto the international art scene in the 1980s, influenced by picture books and animation of his childhood and inspired by rock and punk music. Nara's work blends themes of innocence with rebellion, the world after disaster, children or adults with large cartoonish faces. At first glance these characters appear cute and innocent, but they often have angry or menacing expressions: carry knives, smoke cigarettes and sport cigarettes written in English, German, or Japanese.

Yoshitomo Nara: Nobody's Fool @ Asia Society

Through January 2, 2011, Asia Society presents Yoshitomo Nara: *Nobody's Fool*. Over one hundred works including paintings, drawings, sculptures and installation works will be on display. The exhibition is organized into three sections, Religion, Rebellion, and Music, which trace the development of recurring themes and characters. This exhibition will mark the first New York museum exhibition of Yoshitomo Nara and the first time that the entire Asia Society Museum will be devoted to one contemporary artist.

Asia Society
725 Park Ave. (at 78th St.), New York, NY 10021
www.asiasociety.org/museum



©Yoshitomo Nara 2010
courtesy of the Asia Society Gallery, New York and Tokyo Kyogaku Gallery, Tokyo

Drink

Soymilk Sake: A Healthier Alternative

Among all the interesting sakes coming out of Japan to the U.S. market each day, one in particular has been crossing some buzz: It is the **Tonyu No Sake**, which is essentially soymilk sake, produced by **Asahioka Brewery**. It was a new concept developed by the brewery to cater to the younger, more health-conscious generation. To prevent the soy and sake from separating inside the bottle, the brewery had to introduce



a special technology, which they developed themselves, thus this is a sake you will not find anywhere else. The 50% sake and 50% soy milk leverage is a low calorie, healthy beverage, and its creamy, yet light texture is a bit particularly with the women in Japan.

Asahioka Brewery's history goes back more than 130 years. About the brewery's motto, Mr. Hirohisa Okada who manages sales for the brewery says, "It's not sake unless it goes with food." Tonyu No Sake is no exception.

What is unique about this soymilk sake is that it can be a dessert drink, as it pairs very well with any kind of dessert, especially chocolate. Add a little matcha green tea, and you have a green tea latte cocktail. The milky sake is more versatile than you think, and also goes perfectly with spicy foods such as Mexican and Korean cuisine.

The low alcohol level (only 8%) of the leverage is also great news for sake novices, but that does not make it boring for those who already like sake because there are just so many ways to enjoy this beverage. Tonyu No Sake is now available in multiple Japanese restaurants and grocery stores throughout the city.



Info: **Asahioka Co., Ltd.**
18-34 Bayside, Maricopa City,
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Fashion

Origami Inspired Clothing by David D. Caldwell Available Online

There is no doubt that Issey Miyake, Rei Kawakubo and Rei Kawakubo are the three prominent Japanese fashion designers from the 80's to the present day. Their specialties—Miyake's garment pleating, Kawakubo's oversized silhouettes, and Kawakubo's constructive shape—are seemingly unrelated, but their minimalist cutting, folding, and tailoring methods are reminiscent of Japanese origami art. One young successor who bows that aspect of the Japanese giants is **David D'Angelo Caldwell** who has just launched his online shop in November.

Inspired by a childhood obsession with origami, Caldwell blends constructive, geometric, and organic elements of the art form to create his fashion, and his innovative styles make him one of New York's hottest young designers. He is currently featured in season 2 of Bravo TV's **TWILIGHT SHOW** hosted by fashion designer Isaac Mizrahi and former super-model and entrepreneur **Wendy Williams**. Also, he recently became a tailor for Paula Abdul's "Live to Dance", and is now designing for her.

Born in Oklahoma in 1978, Caldwell was taught from a young age to sew by

his mother. He studied architecture and business before changing his major to fashion design. Caldwell's skills were on display during New York Fashion Week 2010, where he had a solo fashion show. Since then he has been creating original clothing designs for a limited number of clients. Now for the first time, Caldwell's designs will be available to the general public. The garments being sold in the online shop are multifunctional designs that are comfortable and easy to wear.

One lucky Chapstick NY reader will receive his original T-shirt* to apply send an email to pragmat@caldwelldesign.com with the title: **chapssticks**. Offer expires December 1st.

Info: www.calldesign.com



A love letter of design and innovation inspired through architecture, Caldwell's are one of the most wearable. Source: David Caldwell's work.

Food

Star in San-J's Gluten Free Lineup: Orange Sauce

The sweet, sour and savory flavor of Asian cuisine is so complex that you might think it's hard to produce the same flavor at home. But that's not true anymore thanks to San-J International, Inc., a company dedicated to manufacturing premium Tamari soy sauce and quality Asian-inspired products. San-J is introducing an orange flavor to add to its popular Gluten Free Asian Cooking Sauce line. With this new **Gluten Free Orange Sauce** in hand, you can easily make Asian Style Orange Chicken, and it is also delicious with fried chicken or as a glaze on ribs, shrimp or tofu. It can be a delightfully different dipping sauce for spring rolls and dumplings, and also serves as a tasty alternative to ketchup, mustard and mayonnaise.



But it is not only the unique taste of this sauce that is remarkable, this product is certified gluten-free by the Gluten-Free Certification Organization (www.gfco.org), along with all the other sauces in the Gluten-free series (i.e. Thin peanut, teriyaki)

which bear logos stating this on their labels. San-J uses its Gluten Free Tamari Soy Sauce in these cooking sauces as well as salad dressings. This gluten free Tamari is made with 100% soybeans as opposed to the half soybean and half wheat combination found in typical soy sauces, and it imparts a rich, smooth flavor that enhances each of the sauces.



Of course you don't have to be on a gluten-free diet to enjoy this sauce. Thanks to a nice balance between the Tamari's umami (saviness) and the perfectly sweet, light orange flavor, there is no need to use other seasonings in your cooking. San-J Gluten Free Orange Sauce will be available in natural food stores, supermarkets and Asian grocery stores in February.

Info: San-J International, Inc.
2888 Spencer Drive, Richmond, VA 23234
www.san-j.com

From Japan

Posca 3D: Add A New Dimension to Your Holiday Celebrations

The holiday season is upon us, and people want to celebrate in a fun but economical way. Mitsubishi Pencil thinks it can help consumers make this happen. This Japanese company famous for its best-selling Posca, a paint marker whose name was derived from "poster color marker," recently made a splash with the introduction of its latest product, the **Posca 3D** marker set. Capitalizing on the recent 3D boom, this set includes eight markers along with a pair of 3D glasses and five sheets of special black drawing paper.



You can use Posca 3D markers not only on paper but also plastic, metal, wood, glass. Posca 3D is currently available only in Japan.

The idea for the project emerged when Mitsubishi began wondering if they couldn't enable people to put their own words and drawings into 3D. Because Posca markers are known for their bright colors as well as saturation of hue and depth,

they seemed to be a natural fit to test out this theory. The company picked the right colors from existing Posca color variations that were the most conducive to this media. The 3D effect is most visible on a black background, and among the eight colors of red,



orange, pink, purple, yellow, light blue, green and blue, red creates the most depth of field and blue dies the least.

With the Posca 3D marker set, you no longer have to just consume pre-made 3D images but can also create your own! Think about how unique you can make a holiday party by greeting guests with a 3D welcome signboard, or the special Christmas cards you can make. With the Posca 3D marker set, the only limit is your creativity!

House Tofu with Tomato & Herb Sauce



More Recipes:
house-foods.com

INGREDIENTS (Serves 4)

- 1 (14-oz) package **House Foods** Organic Tofu Firm
- 2 tsp oil
- 2 tbsp fresh basil, chopped
- 1 medium tomato, chopped
- 2 tbsp olive oil
- 1/2 cup cherry tomatoes
- 1/4 cup olive oil



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1. Cut Tofu into 4 pieces.
2. Grill or sauté Tofu until golden brown on both sides.
3. Mix all remaining ingredients in a small bowl.
4. Pour the sauce over the sautéed Tofu.
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Dining, Drinking & Partying in Japanese Restaurants

JAPANESE WINTER DELICACIES

Japanese people are crazy about seasonal ingredients and appreciating the flavor of each ingredient at its best. Here, we introduce the major winter delicacies enjoyed in Japan and how people get pleasure from them

FEATURED RESTAURANTS

Inakaya / Sushi Lounge / enju / Gyu-Kaku / Hakubai Japanese Restaurant / Ippudo NY / Kappa Sake House / Kirakoya / Komogashi Ito / Masa Sushi & Grill / Ramen Kuboya / Ramen Setagaya / Restaurant SEO / Sobakoh / Souen East Village / Sugi Japanese Restaurant / Sushi Zen / Yakimiku West / Greenwich Grill / Pongan

LET'S EAT THE SEASON

-Scallops and Yuzu-

THE KURAMOTO

Kazuma Sake Brewery Co.

LISTINGS

Japanese Restaurant / Other Asian Restaurant / Grocery & Sake



Japanese Winter Delicacies

Japanese people are enthusiastic about appreciating seasonal ingredients and local products. The idea behind this is that they want to enjoy the flavor of each ingredient at its best. Unlike other seasons, winter isn't really the time for fruit and harvests. However, there is an abundance of seafood that is in peak season. Here we introduce winter delicacies that Japanese particularly enjoy.

Kani (Crab): The King of Winter Delicacies

No one denies that crab is the king of winter delicacies in Japan. There are a variety of crabs that are enjoyed, but the top three are "zushi-gani" (snow crab), "tamba-gani" (red king crab) and "ka-gani" (honeycomb crab). Zushi-gani is a large and long-legged type, and its meat, which has a touch of sweetness, is the most flavorful of the three. Tamba-gani is also a large-sized crab, but it has relatively shorter legs compared to the zushi-gani. Its meat is somewhat plain compared to zushi-gani, but it has lots of plump meat. Ka-gani is the smallest of the three and it has little meat, however, the flavor is full-bodied and it has great kani-miso (crab paste) that Japanese are crazy about.

As for their respective regions, zushi-gani is caught in the Sea of Japan, mainly the coast from Ishikawa Prefecture to Shizuoka Prefecture (north to south) as well as Hokkaido. It has different names from region to region, for example "mutsu-bi-gani" in the Sea of Japan and "achikuni-gani" in the Hokkaido area. Tamba-gani lives in the fisheries where cod is caught, and this is where it gets its name: tani (cod) + ka (place) + gani (crab). It lives in the cold water of the Sea of Okhotsk, the Sea of Japan, the northern Pacific Ocean, and the Arctic Ocean, and the coastal area of Hokkaido is its mecca. Ka-gani lives in the northwestern part of the Pacific Ocean and in Japan in the coastal line from Hokkaido to Iwate Prefecture (north to south).

To enjoy the full flavor of these crabs, Japanese have fun with several cooking styles. Of course the freshest one is sashimi, and this is generally called "kani-sashi." There are two types of kani-sashi, one dipped in ice cold water before eating and one without this step. Dipping the crabmeat in cold water allows each crab muscle to firm and become white, and makes it shrink a little bit to look like a flower. In the culinary world, this action is called blooming flower. The latter style allows you to eat the crabmeat right out of the shells. Unlike the blooming flower, it boasts a soft and silky texture that melts on your tongue.

Zushi-gani is often chosen for kani-sashi.

Yaki-gani, or grilled crab, is another popular style. Usually people cook the crab slowly on a charcoal grill to enjoy the color changes and the aroma that wafts up as it sizzles. The legs and "karasu" body offer completely different flavors and pleasure. The legs have a subtle and sweet taste, and the karasu produces the rich and full-bodied flavor of kani-miso. Though all three types of zushi-gani, tamba-gani and ka-gani are good for this style, people prefer the ka-gani's kani-miso. Pouring sake on the kani-miso and sipping it is the way that connoisseurs love.

Yaki-gani, or baked crab is a dynamic style. Live crabs are put in boiling water and once they are done, people eat the whole crab. Kani-shabu, kani-sushi and kani-robe are hot pot dishes using crabs. There is not a clear distinction between them, but kani-shabu is a dish where you dip crabmeat in boiling water to enjoy an al dente texture and flavor with a special dipping sauce, usually goma (sesame juice with soy sauce, dashi broth and sake). With kani-sushi you boil crabmeat in dashi broth before eating it with ponzu. On the other hand, kani-robe uses seasoned dashi broth for boiling crabmeat, and people eat it



right from the hot pot without dipping sauce. There are more crab-dishes such as crab tempura and kani-meshi (steamed rice with crabmeat) but most of them are lightly seasoned, allowing people to appreciate the crab flavor.

To take advantage of the best flavor of each variety of crab in each region, people often go on road trips during the winter. Such gourmet towns are getting more and more popular in Japan.

Fugu (Blowfish): High Grade Fish Whose Trademark Is Subtlety

In Japan, "fugu" or blowfish is one of the highest grade and most expensive fish that awakes people's palates during the winter. It's mainly enjoyed in the southwestern part of Japan, and it has a clean, delicate flavor. Actually you taste almost nothing in the first bite, but you'll find subtle sweetness as you chew. It also has a unique texture that makes blowfish distinct from other white meat fish. It's well known that blowfish consumes mortal poison in its guts, so only certified blowfish chefs can cook the fish in Japan.

Popular blowfish dishes are fugu sashimi or sashizuk (blowfish sashimi), fugu-nabe or teochin (blowfish hot pot) and kani-age (deep-fried blowfish). Pufferfish udon in particular is a work of art and the ultimate delicacy of Japanese cuisine. Fecchin is a perfect dish during the winter, as it brings winter flavor as well as warms you up from the inside. Also, creamy, melting, and juicy blowfish "aki nabe," or nabe, is what makes gourmands crazy. Sake lovers enjoy hiru-ake (hot sake with grilled blowfish fillet), too.

Ankou (Monkfish): Deep-Sea Fish That Has the "Foie Gros of the Ocean"

"Ankou" or monkfish is prized mainly because of its liver which is called "ankimo." It has a fine grain-like, rich, buttery flavor and a creamy texture. Ankimo gets bigger during the winter, and the period between November and February is its peak season. This deep-sea fish is available even in spring and early summer, but the size of the ankimo is not big enough to be enjoyed as a delicacy. Ankimo can be cooked in many styles such as sauté, boil, steam and fry, but if you like to enjoy the whole fish, nabe (hot pot) is the best. The skin, stomach, liver, tail, gill, fin and meat are all put in the pot to bring winter flavor to your table. This ankimo nabe attracts people because of the ankimo.



Photo courtesy of
Western Japanese Restaurants

Other delicacies in winter

When the chilly wind starts blowing or the first snow falls, Japanese go crazy for kani, fugu and anko, but there are other winter flavors that they love. Kaba (cayenne), kin-cho (Japanese lobster), and ten (bonito) are symbolic winter seafoods. Ito-ebi and ten are especially used for celebratory dishes because they are beautiful when presented with head and tail. In the Japanese ritual presenting a fish from head to tail is considered to be auspicious. So these two are essential for festive winter holiday dishes.



In terms of winter vegetables, people enjoy daikon radish, hakusai (nappe cabbage), nankin (bok choy), asanimo (Japanese turnip), gobou (burdock), kin-anshu (a type of Japanese green), etc. Many are good for boiled and simmered dishes, and they are common items in nabe as well. It is also the season of citrus fruits: mikan, satsuma, hassaku, daidai, and yuzu are famous winter fruits.



Best condiments to heighten winter flavors

The winter delicacies introduced here are mostly enjoyed with simple preparation because Japanese people love to appreciate each ingredient's flavor as it is. However, aromatic condiments can multiply ingredients' flavors dramatically and add a kick to dishes without overpowering them. Ponzu, mitsunobu, and yuzu citrus are these common items. Made with citrus juice and season, dashi, bonito and sake, ponzu has a refreshingly mild flavor and it always accompanies nabe dishes. Mitsunobu is made from daikon radish and red pepper. Its beautiful salmon-pink color tempts you to eat a chunk, but it is strong enough to spice up the food in small quantities. It is also served with nabe most of the time and with grilled fish as well. Having a pungent herbaceous, slight bitterness and a refreshing aroma with no sweetness, a squeeze of yuzu citrus magnificently upgrades dishes. Its skin is used for nabe and garnish.



Featured Restaurants at a Glance

Getting Your Dining Plan Started

\$=Under \$25, \$\$=\$25-\$49, \$\$\$=\$50-\$99, \$\$\$\$=Above \$99

Midtown East



Gyu-Kaku Midtown

Location: 383 3rd Ave., 3rd Fl., New York, NY 10017
Price: \$\$
Ad: Page 13
Cuisine type: Japanese



Hahubai Japanese Restaurant

Location: 56 Park Ave., New York, NY 10015
Price: \$\$
Ad: Page 18
Cuisine type: Japanese, Sushi, Soba



MEGU Midtown

Location: 310 United Nations Plaza, New York, NY 10017
Price: \$\$\$
Ad: Page 18
Cuisine type: Sushi, Japanese, Bento-Box



Restaurant SEO

Location: 249 E. 49th St., New York, NY 10017
Price: \$\$
Ad: Page 18
Cuisine type: Sushi, Udon

Midtown West



Inshaya

Location: 211 W. 106th St., New York, NY 10025
Price: \$\$
Ad: Page 12
Cuisine type: Indian, Sushi
[Listed here](#)



Pongri Thai Restaurant

Location: 201 W. 146th St., New York, NY 10036
Price: \$\$
Ad: Page 18
Cuisine type: Thai



Sushi Zen

Location: 185 Fr. 146th St., New York, NY 10036
Price: \$\$\$
Ad: Page 17
Cuisine type: Sushi

Koreatown



Kirahoya

Location: 246 34th St., 3F, New York, NY 10014
Price: \$\$
Ad: Page 16
Cuisine type: Japanese
[Listed here](#)

East Village



Gyu-Kaku East Village

Location: 31 Cooper Sq., New York, NY 10003
Price: \$\$
Ad: Page 12
Cuisine type: Japanese



Iggydo NY

Location: 65 5th Ave., New York, NY 10003
Price: \$\$
Ad: Page 13
Cuisine type: Russian



Noodle Cafe Zen

Location 30 St. Marks Pl., New York, NY 10003
 Price: \$
 Ad: Page 12
 Cuisine type: Szech, Korean, Asian
[View Photo](#)



Ramen Kuboya

Location 406 E. 5th St., NYC, New York, NY 10009
 Price: \$
 Ad: Page 13
 Cuisine type: Ramen
[View Photo](#)



Ramen Setagaya

Location 34 St. Marks Pl., New York, NY 10003
 Price: \$
 Ad: Page 15
 Cuisine type: Ramen, Thai, Thai
[View Photo](#)



Sobahak

Location 305 E. 5th St., New York, NY 10003
 Price: \$
 Ad: Page 16
 Cuisine type: Szech



Sosen East Village

Location 330 E. 6th St., New York, NY 10003
 Price: \$
 Ad: Page 16
 Cuisine type: Ramen



Sushi Lounge

Location 151 St. Marks Pl., New York, NY 10009
 Price: \$
 Ad: Page 12
 Cuisine type: Szech, Korean, Asian
[View Photo](#)



Yakisoba West

Location 214 E. 5th St., New York, NY 10003
 Price: \$
 Ad: Page 17
 Cuisine type: Yakisoba

Chelsea



enju

Location 20 E. 17th St., New York, NY 10003
 Price: \$
 Ad: Page 13
 Cuisine type: Szech, Asian, Korean, Thai

Lower Manhattan



Greenwich Grill

Location 405 Greenwich St., New York, NY 10013
 Price: \$10
 Ad: Page 18
 Cuisine type: Szech, Italian



MUGU New York

Location 62 Thomas St., New York, NY 10013
 Price: \$100
 Ad: Page 18
 Cuisine type: Szech, Korean

Brooklyn



Kappa Sake House

Location 328 5th Ave., Brooklyn, NY 11213
 Price: \$5
 Ad: Page 18
 Cuisine type: Szech, Japanese, Korean

New Jersey



Konogasaki Ito

Location 95 Town Square Pl., Jersey City, NJ 07310
 Price: \$5
 Ad: Page 18
 Cuisine type: Szech, Asian, Szech
[View Photo](#)



Masu Sushi & Grill

Location 81 West Alameda Ave., Alhambra, NJ 07001
 Price: \$5
 Ad: Page 18
 Cuisine type: Szech, Japanese, Korean



Sugi Japanese Restaurant

Location Double Day Bar Lanes, 2017 Route 9 East, New Lenox, New Jersey 07024
 Price: \$5
 Ad: Page 18
 Cuisine type: Szech, Asian

SAVOR THE FULL FLAVOR OF THE ULTIMATE WINTER DELICACY "KINME-DAI"

INAKAYA

50% OFF
Kinme-dai is offered at half price from Nov. 20-Jan. 29 with this coupon. Tax includes on top.



▲The Kinme-dai is cooked with sakura Set sea salt and the excellent rice, the volume, and the extraordinary flavor is guaranteed to make the chef's right off of any fish lover. It is offered at market price and normally costs \$80-100 for lunch Nov. 20-Jan. 29. Inakaya is offering a 50% off deal to all customers with Chopticks NY coupon.

As our french vapereux, and people bundle up in layers, New Yorkers brace for the long brutal winter months. Inakaya, in Midtown, offers sobayashi style of Japanese grilling and is a must-visit place if you are interested in trying the ultimate Japanese winter gourmet this season. It is the only place in New York that offers Kinme-dai (Golden Eye Snapper) as a nigayashi (grilled whole fish). The deep sea fish is considered a luxurious delicacy in Japan as it is expensive and is usually consumed during festivities. But now at Inakaya, you can taste it at a fraction of its regular price.

The Kinme-dai comes from the coast of Kanagawa and Choshi and is in season during the winter months. Since the fish's meat is thick, restaurants rarely serve them whole, but the sobayashi style enables the fish to cook slowly and complete nigayashi, the best way to savor the flavor of the Kinme-dai. It is served with grated daikon radish, lemon and soy sauce, but "Try it without any condiment, first," advises Mr. Yu Koyama, manager of Inakaya. "Then, move on enjoying with several condiments." The large fish is especially great to order for a group, along with the *Sakura Tasting Menu* (Beer \$3.99 or Sake \$8.95) that will give you a little bit of everything.

Inakaya
230 W 40th St.
(bet 7th & 58th Ave.)
New York, NY 10018
TEL: 212-264-0186
www.inakaya.com
Lunch Mon-Fri 11:30am-2:30pm
Dinner Mon-Fri 5pm-11pm Sat
8:30pm-11pm

PLAN A WALLET FRIENDLY HOLIDAY PARTY AT SUSHI LOUNGE

50% OFF
Selected Drinks
during regular happy hour and all day during holiday season. Tax/Tip 1



▲Over 10 kinds of rolls and sushi items will be half price if you order more than \$45 before December. There is no entry fee to take advantage this offer especially during with your companions.

▲Mango and Green Apple Infused! Various flavors of delicious Sake and the ones left are 50% off during regular happy hour and all day during the holiday season from Dec. 20 to Jan. 30.

Sushi, with all the colors and variety, is not only healthy, but it is also a festive food, and what better time to have sushi than the holiday season. For large gatherings, there is no better place than **Sushi Lounge** on Avenue A, which caters to large groups of sushi lovers that flock in at once.



The best thing about Sushi Lounge is that they offer half price sushi with a minimum order of \$15 (before discount) all day, and during Happy Hour (starting at 11pm) take cocktails as well as beer are also half priced. From Dec. 20 to Jan. 30, however, their Happy Hour will be extended all day, so it would be silly not to take advantage. The menu includes standards like Spicy Tuna Roll, California Roll, and creative ones like *Fancy Miso Roll* and *Low Roll*. There are about 50 different types of rolls and another 30 items from the appetizer menu alone so there is something for everyone.

Although they offer the same deal, their sister restaurant **Noodle Cafe Zen** has a slight variation on the Happy Hour cocktails. Both restaurants are known for their variety of ramen and udon noodles, making them a great stop over spot during the cold season.

Sushi Lounge
152 St. Mark's Pl.
Corner of 6th St. & Ave. A
New York, NY 10009
TEL: 212-686-1188
Mon-Fri 12pm-1:00pm
www.sushilounge.com

JAPANESE HOME COOKING AT A REASONABLE PRICE

coraja

coraja, a self service, eat-in restaurant in the Union Square area, has been loved by businesspeople and locals for over 18 years. Reasonable prices and a home style menu, carefully prepared by the owners, are the reasons for **coraja**'s success. Popular items include the Dry Curry with Salad (\$8.50), *Don Don* (\$5.50-6.50), Chicken *Udon* (\$6), and the Daily *Donkara* (both soup \$8.95). The most popular of the daily *donburi* is the *Fried Mountain Beef*, which comes with juicy meat

sausage and a crunchy breading over rice. Noodles and daily *donburi* are always made fresh to order. More than 10 kinds of *beni* are available. Don't miss their Buddha *parfaits* on display.

coraja

28 E. 17th St.
(bet. Broadway & 5th Ave.)
New York, NY 10003
TEL: 646-236-7200
Mon-Fri: 11:00am-10pm
Sat: Sun: 10pm-4pm



TAKE ADVANTAGE OF GREAT DEALS AT AUTHENTIC JAPANESE YAKINIKU HOUSE GYU-KAKU

A place where you can enjoy authentic Japanese yakiniku (BBQ), **Gyu-Kaku** is truly a global restaurant chain with over 500 locations in Japan, as well as overseas locations. Tables at **Gyu-Kaku** come equipped with stainless grills. Many varieties of meat are offered and all are delicious, but the *Assorted Meat Dish* with *Miso* is especially recommended. To fully experience the flavors of **Gyu-Kaku**, try the happy hour specials.

At the East Village location all bottled drinks and 11 kinds of meat courses are half price. At the Midtown location, selected dishes and drinks are \$5 each, and meat dishes are half price.

Gyu-Kaku Midtown

805 3rd Ave., 2nd Fl.
TEL: 212-704-6816

Gyu-Kaku East Village

34 Cooper Square
TEL: 212-475-2960
www.gyu-kaku.com

*For open hours, go to website.



PROSPEROUS NEW YEAR STARTS WITH AN "OSECHI" MEAL AT HAKUBAI

HAKUBAI JAPANESE RESTAURANT

Hakubai has offered genuine *kareide* dishes and traditional Japanese meals and has amused their clientele for years. To provide a true Japanese New Year celebration experience, they will serve an *Osechi Chire & Assorted Sake* on Jan. 1 and 2 for \$415. An assortment of dishes prepared by **Hakubai**'s *kareide* chefs, specifically for this occasion, can be appreciated only on these two days. Reservations are required, starting on Dec. 1 until full.

Also their healthy "Ken-ban" lunch and dinner are the best ways to sample **Hakubai**'s perfection. 25 cents from each order is donated to school meals to a developing country through Table For Two (NTG).

Hakubai Japanese Restaurant

68 Park Ave., 6th Fl. (bet. 5th & 6th)
New York, NY 10016
TEL: 212-685-7111
www.kana.com
Mon-Sun: 11:00am-2:30pm
6pm-10pm



INTRODUCING NEW, FULL-FLAVORED RAMEN THAT WILL BOOST YOUR ENERGY

IPPUDO NY

The long list in doors of **Ippudo NY** hasn't disappeared even two years after its opening. The popular destination in the East Village revisits their menu every month by introducing 3 to 4 new appetizers and side of the month paired with their food. Their featured ramen in December is *Kanazawa Tonkotsu* (lunch only), which has a full-bodied flavor with a kick from *ma-yu* garlic oil. Also during this winter, they served the

popular menu from last year: *Agashi Miso Ramen* (dinner only). Its black soup has a rich, tangy flavor coming from roasted miso. Don't miss the flavor offered for a limited time only.

Ippudo NY

35 4th Ave., 6th Fl. (bet. 3rd & 4th)
New York, NY 10003
TEL: 212-685-0058
www.ippudo.com
Mon-Thru: 11am-3:30pm 6pm-11:00pm
Fri: Sat: 11am-3:30pm 6pm-12:30am
Sun: 11am-10:30pm



HOMIE IZAKAYA—EATERY WHERE TOKYO MEETS BROOKLYN

KAPPA SAKE HOUSE

Kappa Sake House, specializing in Tokyo style cooking, serves sake and Japanese craft beer to accompany their comfort food. Spicy Miso Ramen, Katsu Sash, Jishi Sake, and Miso Maki Gyoza are just some examples that are carefully crafted to harmonize with sake. For the upcoming party season, they will customize a special menu according to your budget and size as well as rent their garden space for making your party memorable.



On New Year's Eve, they will serve a pre-fixe sake tasting menu, and for the first week of the new year, they will offer Tokyo style cream soup. Don't miss their seasonal bath norenzake.

Kappa Sake House
388 8th Ave., (bet. 8th & 9th Sts.)
Brooklyn, NY 11215
TEL: 718-626-2092
www.kappasakehouse.com
Lunch: Mon-Fri 12pm-3pm
Brunch: Sat 12pm-4pm
Dinner: Tue-Sat 5pm-Midnight
Sun 4pm-10pm

OFFERING 120 KINDS OF SAKE, AN IZAKAYA IN KOREATOWN

KIRIKUZA

FREE Draft Beer

Mon-Fri: 10pm-12am
Sat-Sun: 11pm-1am
Free draft beer (one per person)

Kirikuzaka is the only Japanese izakaya in Koreatown where Japanese chefs work their magic. Reasonably priced cuisine and over 120 kinds of fine sake carefully selected by a sommelier are popular fixtures at this establishment. The special recommendation for the winter is the body warming Yae Nabe. With angler fish, potato, oyster, bacon shrimp and plenty of vegetables, it is a hearty and satisfying winter meal. Also, as a



special holiday menu, Waka Beef Sashimi Sake and Jishi Chiken Misoaki, are offered. An in-house sommelier is available to assist you. Also, Kirikuzaka will have new sake for the winter holidays.

Kirikuzaka
2 W. 32nd St. 2/F
(bet. 3rd Ave. & Broadway)
New York, NY 10001
TEL: 212-686-1212
www.kirikuzaka.com
Lunch: Mon-Fri 12pm-3pm
Dinner: Mon-Thru Sat
5:30pm-12am Fri-Sat
5:30pm-3am

A TREAT FOR THE EYES, THE STOMACH AND THE WALLET

KONEGASHI TOO

FREE

Ice Cream Tempura
when you present
this article. One to only.
Valid 12/15/2012

Dining with a spectacular view of the Manhattan skyline is one of the perks that Konegashi Too offers. Its menu consists of traditional cuisine as well as contemporary Japanese fusion which explores new flavors with varieties of sauces and ingredients. To enjoy seafood in season, try Omakase Jishi Sake (530 & up). It features fresh premium seafood specially selected by the chef. For a dish with a modern twist, Chef's Chikun Sake (522) is a popular choice. All drinks are 20% off during the daily happy hour from 4pm to 7pm, making a visit to Konegashi Too a worthwhile experience this winter.



Konegashi Too
99 Town Square Place
Jersey City, NJ 07310
TEL: 201-695-8888
www.konegashitoo.com
Lunch: Mon-Fri 12pm-2:30pm
Sat 12:30pm-3pm Sun 1pm-4pm
Dinner: Mon-Thru Sat 5pm-10:30pm
Fri-Sat 5pm-11pm Sun 4pm-10pm

ENJOY THE FINEST JAPANESE EXPERIENCE IN ALLENDALE

MASA SUSHI & GRILL

Masa Sushi and Grill, which opened in 2006, is a relaxed restaurant in an elegant residential neighborhood. Over 30 kinds of fresh sushi ingredients are regularly available and most of these ingredients are sent direct from Japan. Many customers put their trust in the chef's skills and order the Omakase (Chef's Choice) Sake Course. Perfect for the cold winter, the Kusan Nabe, a seafood hot pot with plenty of crab, shrimp and chicken, is highly recommended. This dish is



perked with asumi from kani and seafood stock. New Year's parties (the table minimum starts at \$45) Private rooms are available and you can bring your own drinks.

Masa Sushi & Grill
61 West Allendale Ave.
Allendale, NJ 07001
TEL: 201-454-0616
www.masasushiandgrill.com
Lunch: Mon-Sat 10:30-3pm
Dinner: Mon-Thru 5-10pm
Fri-Sat 5-12:30pm
Sun: 9-9:30pm

THE NEW EAST VILLAGE RAMEN SHOP BOASTS SUPERB BROTHS

RAMEN KUBOYA

\$2 OFF Minimum purchase required. Valid only on bowls of ramen. Not valid on other items.

Newly opened **Ramen Kuboya** takes pride in their flavorful soups that have been developed over 30 years. Made primarily from pork, chicken and seared stocks, all the ingredients are carefully mused to achieve a delicate balance. The fat and waxy noodles match the soup perfectly, and slices of slowly simmered roast pork on top complete their ramen as a masterpiece. For hungry customers **Lunch Set A** (\$15), including

their signature "Koban-don" (Ramen (miso, soy, or soy sauce), a half size fried rice and dumplings (pork or vegetable), is highly recommended. For vegetarians, the **Heigyo Miso Ramen** is being introduced.

Ramen Kuboya
530 E. 5th St. 2nd Fl. Apt. A & B
New York, NY 10009
TEL: 212-777-7919
www.kuboyaramen.com
Lunch: Sat-Sun 12pm-4pm
Dinner: Mon-Wed: 5pm-10pm
Thurs-Sat 5pm-10pm



BEAT THE WINTER COLD WITH FLAVORFUL RAMEN

RAMEN SETAGAYA

Drink Special
More than 100 types of drinks are available. Valid only on bowls of ramen. Not valid on other items.

Enjoyed by all from students to businesspeople, every day around 300 people fill their bellies with delicious ramen served by **Ramen Setagaya**. Special care is used in the selection of the ingredients, which are all natural and contain no MSG. The **Sho-Ya Ramen**, made with premium Japanese soy sauce, is a special recommendation. Also popular are the lunch and dinner sets, which include their famous gyoza (dumplings) and

one main dish (Ramen, every rice, or bento-don [grilled pork over rice]). With the winter cold just around the corner, it is the perfect time for the warming taste of ramen. Enjoy it with a hot sake and you can beat the winter cold.

Ramen Setagaya
34 St. Maids Pl.
(bet. 2nd & 3rd Aves.)
New York, NY 10003
TEL: 212-367-7959
Mon-Fri: 12pm-11:30pm
Fri-Sat: 12pm-12:30am



New
100% Malt
Formula

Beer at its Purest
**KIRIN
ICHIBAN**

Enjoy Responsibly. © 2010 Kirin Brewery of America LLC, Tempe, AZ

ENJOY GENUINE JAPANESE COMFORT FOOD WITH A PEACEFUL ATMOSPHERE

RESTAURANT SEO

Restaurant SEO is a traditional Japanese eatery that offers a peaceful, intimate dining experience in a comfortable setting. From their highly praised menu, 3 variations of the *Special Lunch* are recommended: A (Beef & Miso), B (Chicken) and C (Edamame), all of which are served with vegetable tempura and miso soup. Especially, the A set is the owner/chef's pick: the slowly braised beefsteak is incredibly succulent

with crispy skin and is deliciously seasoned with generous salt from Japan. Celebrating their 10-year anniversary, they will revise old menu items and give their clientele a chance to enjoy genuine Japanese dining.



Restaurant SEO

244 E. 49th St.
(bet. 2nd & 3rd Aves.)
New York, NY 10002
TEL: 212-688-7122
Lunch: Mon-Sat 12pm-2:30pm
Dinner: Mon-Sat 5:30pm-10:30pm Sun 5:30pm-10pm

THE ULTIMATE WINTER COMBINATION: ENERGIZING HOT POTS AND HAND-MADE SOBA

Soba (buckwheat noodle) house in the East Village, **Sobakoh**, specializes in sunshine (refined type) and miso (whole grain) soba and seasonal special dishes. They are introducing Chikara Miso-hall Nabe as a winter special dinner to beat the cold weather and energize you. The hot pot is a full of hearty flavors of traditional miso-hall made from chicken thigh, tofu, mushrooms, scallions, and miso adds body to

it. Enjoy this hearty meal with your friends and family, and finish it with their signature home-made soba. They will be open for the Christmas holiday and New Year's Eve.



Sobakoh

309 E. 10th St.
(bet. 1st & 2nd Aves.)
New York, NY 10003
TEL: 212-684-2244
www.compassmagazine.com/sobakoh
Mon-Sun 12pm-10pm
5:30pm-10:45pm

NOT JUST A HEALTHY SUBSTITUTE - ENJOY FULL-FLAVORED MACROBIOTIC CUISINE

SOZEN EAST VILLAGE

Sozen East Village serves natural, organic food based on a Macrobiotic diet. Some might think that vegetarian cuisine lacks substantial flavor, but that is a myth in this restaurant. They serve flavorful dishes which please even non-vegetarians, and you can enjoy new tastes that they introduce each season. The latest introduction here is the Thanksgiving inspired, *Mobility Seasonal Planner* (SP), including simulated Turkey made

with baked vegetable and tofu, wild rice, mashed cauliflower, cranberry sauce and steamed vegetables. It has enough volume to fill you up. An arranged version of this dish will be served after Thanksgiving Day.



Sozen East Village

326 E. 6th St.
(bet. 1st & 2nd Aves.)
New York, NY 10002
TEL: 212-688-7158
www.sozen.net
Mon-Sat 12pm-11:30pm
Sun 12pm-10pm

WARM YOUR BODY AND HEART WITH AUTHENTIC JAPANESE FOOD

SUGI JAPANESE RESTAURANT

Offering truly traditional Japanese food that's not adjusted for the American palate, **Sugi Restaurant** in Fort Lee has been loved by locals for over ten years. The *Buddha Plate*, which includes 5 pieces of nigiri sushi and one udon roll made from a daily selection of the finest ingredients, is the restaurant's signature dish. Served piping hot in a clay pot and topped with chicken, tempura, *Nabeyaki Udon* is the perfect dish for the winter.

WAKO There those is the chef's special *Korean BBQ Plate* that appeals to even Korean clientele. Sugi serves parties of up to 30 people and they can arrange party menus according to your budget and preferences.



Sugi Japanese Restaurant

DoubleTree Fort Lee
2117 Route 4 East Fort Lee
New Jersey 07024
TEL: 201-681-8208
Lunch: Mon-Fri 12-2:30pm
Dinner: Mon-Fri 5:30-11:30pm
Sat 5:30-12:30pm

WELL COMPOSED MEAL THAT BRINGS VITALITY TO YOUR BODY

SUSHI ZEN

The esteemed sushi restaurant, **Sushi Zen**, seems to bring a pleasant and healthy dining experience to their clientele. For the severe cold season, they prepare a dish that warms you up from inside. *Chik Kamenuke* (*Chik Paper Mei Pot*) Well-balanced ingredients include Pacific cod, tofu, carrots, mushrooms, yuzu, mushrooms like shiitake, maitake, enoki, and shimeji, and occasionally they add a Japanese delicacy, shirako (cod roe), when in



stock. At *Shizenryoku*, as at the counter and try *Osakushi* (*Osakushi* Menu, where experienced sushi chefs create a sushi tasting course only for you. They will serve a special Christmas dinner.

Sushi Zen
108 W. 44th St.
(bet. 6th Ave. & Broadway)
New York, NY 10036
TEL: 212-300-8787
www.sushizen-ny.com
Lunch: Mon-Fri 12pm-2:45pm
Dinner: Mon-Fri 5:30-10pm
Sat 5-10pm

CELEBRATE YOUR HOLIDAY WITH JAPANESE STYLE YAKINIKU

YAKINIKU WEST

Japanese style yakiniku (BBQ) restaurant, **Yakiniku West** boasts a menu with 12 kinds of beef including premium wagyu gyo (U.S. Kobe beef), as well as chicken, pork, and seafood. The house recommendation is the *202 Plate*. For four people (\$128) you can enjoy eight kinds of meat including prime short rib (kafu), skirt, short rib with bone, rib-eye, and beef tongue. For two people (\$69) you get five kinds of meat. Additionally, this holiday



season they are introducing a holiday package. For four or more people, (\$39 per person) you get a salad, appetizer, and meat platter as well as all you can drink for two hours (Korean draft, house wine and sake, and soft drinks).

Yakiniku West
216 E. 9th St.
(bet. 2nd & 3rd Aves.)
New York, NY 10003
TEL: 212-479-6038
Mon-Thurs 5pm-11:30pm
Fri-Sat 5pm-late
Sun 5pm-10:30pm

Something special for the holiday season

MATURED VIA ACOUSTICS

"SLOW & RELAXED" BROWN SUGAR SHOCHU

LENTO

Where to drink:

DECELE 240 E. 9th St. (bet. 2nd & 3rd Ave.) 212-279-2713
GREENWICH GRILL 325 Greenwich St. (bet. Canal St. & West St.) 212-279-0922
137 RESTAURANT & PUB 131 E. 4th St. (bet. 1st & 2nd Ave.) 212-265-6274
UTON WEST 290 E. 9th St. (bet. Canal St. & 2nd Ave.) 212-252-9677
YAKENIKU WEST 212 E. 9th St. (bet. 2nd & 3rd Ave.) 212-679-8238

Where to buy:

Martini WineShop 975 Ave. B, Edgewater, NJ 201-941-7421

Downloaded by **IFC** www.ifc.com Tel: 310-336-8805. Enjoy responsibly.



TAKE PLEASURE IN APPRECIATING DELICATE "TOKYO-ITALIAN" CUISINE GREENWICH GRILL

Greenwich Grill fosters "Tokyo-Italian" cuisine—a strong Italian base with a subtle infusion of Japanese tastes, ingredients, and cooking techniques used to pull out the full flavors found in Italian food. From Dec. 21 to 25 they will serve a *Holiday Cuisine* (\$75). The carefully crafted 7-course menu includes cold and hot appetizers, pasta, two main dishes, a palate cleanser and dessert, highlighting *slow-cooked* fillets with



lobster in Tomato Sauce and Strawberry Mignonette. With Japanese "omakase" spirit and respect, all staff at Greenwich Grill promise you a beautiful dining experience.

Greenwich Grill
45a Greenwich St.
East Light & Wintry Sts.
New York, NY 10012
TEL: 212-274-8425
www.greenwichgrill.com
Lunch Mon-Fri 12pm-2:30pm
Dinner Mon-Thu 6:30pm-10:30pm, Fri & Sat 5:00pm-11pm, Sat 5pm-10pm

UNCOMPROMISING AUTHENTICITY MAKES THIS THAI DINER REIGN FOR 40 YEARS PONGSI THAI RESTAURANT

Located in the heart of Theater District in Manhattan, the authentic Thai cuisine restaurant, Pongsi has attracted theatergoers, tourists, and neighbors since 1972. Among approximately 140 varieties of dishes, their clientele's all-time favorites are *Tom Yum Goong* (spicy and sour soup), *Som Tum* (papaya salad), and *Green Curry*. The owner picks meat, spicy and creamy *Green Curry* with a choice of chicken, beef, pork,



shrimp, salmon or scallops to warm you up and help fight the cold weather. All dishes are made to order here. Don't forget to pair Thai food tea with spicy dishes, which can neutralize your palate and reset it for another bite.

Pongsi Thai Restaurant
344 W. 42nd St.
West Broadway & 4th Ave.
New York, NY 10036
TEL: 212-582-3392
www.pongsi.net
Mon-Sun 11:30am-11:00pm

ESCAPE THE ORDINARY

This holiday season, indulge yourself in the finest modern Japanese cuisine in the lush and luxurious surroundings of MEGU!



● **8 Course Christmas Prix Fixe Menu 2010**
Dec. 23rd, 24th & 25th only **\$195**

● **8 Course New Year's Eve Prix Fixe Menu 2011**
Dec. 31st only First Seating (\$130pm-6:45pm) **\$145**
Countdown Seating (6pm-12am) **\$195**

MEGU
Modern Japanese Cuisine



MEGU
Modern Japanese Cuisine

MEGU Midtown: 345 Sixth Avenue (Near 23rd Street) New York, NY 10017
MEGU New York: 62 Broadway St., New York, NY 10013
Reservation: 212-969-7777 | www.megunyc.com | www.megunyc.com | www.megunyc.com

Menu, Pricing, Reservations, Menus and Staffs for Midtown & Downtown locations are available on our website. We are a fully licensed restaurant. All prices are subject to change without notice. © 2010 MEGU. All rights reserved.



Japanese Restaurant Guide

\$\$\$ Means expensive for on-street parking and/or a valet service is available

- Outdoor Seating
- Open for Lunch
- Delivery
- Family Style
- Karaoke Dining
- Late Events
- Reservations
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The astonishing Japanese knife handling techniques gave rise to the exquisitely intricate traditional Japanese food. It all began with extraordinary knives.

For their on-going efforts to promote the culinary tradition of Japan in the U.S., Gohan Society, in cooperation with Sakai city, hosted an event on November 30th at the French Culinary Institute, which brought the most renowned Japanese knife sharpeners, makers, and users to demonstrate the quality of knives from Sakai city. The event was a two-hour lecture combined with demonstrations from guests that included Mr. Shiroko Noriura, a master of traditional crafts and an official living treasure, Mr. Yoshihiro Hirakawa, a master of Japanese traditional crafts and VP of Sakai Humono Commerce and Industry Joint Association, and Chef Toshio Suzuki, a master of Japanese cuisines and owner of Sushi Zen.

The event opened by explaining that the history of knife making in Sakai goes back to the 15th Century to a *tabako* knife.

Its sharpness and remarkable quality of craftsmanship, compared to that of imported ones as well as other brands, soon gained an exclusive status in the Tokugawa Shogunate. Being only 40 miles from Kyoto, it was also a major influence on the Kyoto-style cuisine and they still use the most skilled upon knives by all the top traditional Japanese chefs after 400 years. To explain how to maintain a great quality knife, Mr. Noriura gave a knife sharpening demonstration. Mr. Hirakawa then followed to show how the Sakai mark is hammered into the final product.

The event finished with a bang when Chef Suzuki showed off some of his amazing techniques and what a master Japanese chef can actually do with Sakai knives. He began filleting *kobode*, jackfish, and then a fluke using different knives, then cut various vegetables into edible ornaments, leaving the audi-

ence in awe. He closed the event with the comment, "Japanese cooking is about how well one can use his ingredients to their full-on potential. It's not about seasoning, but about how well you use the knife to get the best out of the ingredient".

After two hours, many attendees were enthralled with what they'd seen. Although the art of knife sharpening and knife making might be the remnants of old glories, such positive reactions from young culinary students in the U.S. gives us new hope that the art will endure around for generations to come.

The Gohan Society Mission

The Gohan Society focuses on understanding and appreciation of Japan's culinary heritage in the United States through educational outreach to all who desire and enjoy Japanese culture.

www.gohansociety.org

For further information, please contact Toshi Takagawa at info@gohansociety.org

Time Line



▲ Mr. Hirakawa, a master craftsman from Sakai City, explains the history and development of the renowned knife. The production of knives in Sakai dates back to the 15th Century.

▼ Here Mr. Hirakawa demonstrated a process of knife making: Unlike western knives, Japanese knives are usually single edged, insuring a blade angled only on one side.



▲ Master chef Toshio Suzuki of Sushi Zen exhibited amazing techniques, cutting and slicing fish and making paper-thin dashi radish kabocha-maki by using a knife made in Sakai City.

▼ Chef Suzuki used different knives to fillet different kinds of fish and cut vegetables. The key here is to "use the knife that gets the best out of the ingredient."



Let's Eat the Season

-Scallops & Yuzu-



Japanese people are crazy about seafood and know exactly how to enjoy it. These days, scallops are available year-round, but Misako-sensei adds a seasonal fruit, yuzu (a Japanese citrus), to make the dish of the month, *Scallop Ceviche with Yuzu*, and produce a wintry flavor. Yuzu has a unique bitterness and refreshing aroma that is instantly uplifting, instead of squeezing fresh yuzu, which is not easily found here in New York, she uses bottled yuzu juice. The dish is also garnished with

a Christmas-colored dressing of red (red radish and red onion) and green (jalapeño), making it a perfect dish for the holidays. Her recipe conveniently skips the marinating step to save time. No heating is necessary, so just assemble the prepared ingredients to serve a gorgeous dish. If you would like to have a little more spiciness, add more jalapeño peppers.



Scallop Ceviche with Yuzu



[INGREDIENTS] (Serves 2)

- ☐ 3 large fresh scallops
- ☐ 1 red radish, finely chopped
- ☐ 2 tbsp finely chopped red onion
- ☐ 2 tbsp finely chopped jalapeño pepper
- ☐ 1 tbsp rice vinegar
- ☐ 2 tbsp yuzu juice*
- ☐ ½ tsp salt
- ☐ Pinch of black pepper
- ☐ 5 shiso leaves to garnish

*Fresh yuzu is available only during the season, but bottled yuzu juice can be purchased at any Japanese grocery store all year round.

[DIRECTIONS]

1. Put the radish, red onion, jalapeño pepper, rice vinegar, yuzu juice, salt, and pepper in a mixing bowl and mix well to make the dressing.



2. Slice each scallop into 4 pieces.



3. Place scallops and put dressing on each piece.

4. Shred shiso leaves and sprinkle on scallops.

Tip: You can use either fresh avocado, such as ashiwara-quality tokyo, avocado, salmon, or shrimp, instead of scallops. Add more or less jalapeño according to your taste. Simple, easy, and so pretty, this dish is perfect for the holiday season!



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sauces and condiments.



Temari-zushi (Makes 24 pieces)

- ☐ 3 cups gari (pickled rice)
- ☐ 1M. pound smoked salmon
- ☐ 2 tablespoons Kikkoman Seasoned Rice Vinegar
- ☐ 1M. cup kani (imitation crab)
- ☐ Wasabi for garnish
- ☐ Kaniwasa sprouts for garnish

- ① Cut smoked salmon into 2-inch-wide
pieces. (Make 12 pieces.)
- ② Combine cooked rice (hot) and
Kikkoman Seasoned Rice Vinegar to
make sushi rice.
- ③ Place 1-1/2 tablespoons sushi rice on
plastic wrap. Wrap rice to make ball
shape, and pull plastic wrap tightly
around rice ball.
- ④ Unwrap ball, put smoked salmon on
top, put a little wasabi on the salmon
and place kaniwasa on the wasabi.
- ⑤ Make another ball and garnish with
wasabi and kani.



The ready-made Kikkoman
Seasoned Rice Vinegar makes your
preparation time. You don't
have to wait for the vinegar and
sugar mixture. Following you
to get more time into dressing
up the colorful temari-zushi.



WWW.KIKKOMANUSA.COM

The origin country of Temari-Zushi is Korea. (www.gourmet.com)

Gassanyu 山流

As a result of
the special
production
method,
the
taste is
very
rich.

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the special
production
method,
the
taste is
very
rich.

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Koba
(Honyaku)

Gassanyu
Panko
(Junmai)
New

Gassanyu
Kikunagi
(Junmai Daigyo)

Gassanyu
Gokupinso
(Junmai Daigyo)
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Shindo Sake Brewery Co., Ltd. www.shindosake.com
Distributed by JFC International 718-456-8805

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Kumano Kodomo. Since ancient times,
gods are said to reside in the region,
and it is a popular tourist destination for its many
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The Buzz Around Shochu On the Rise

For years now, the popularity of the traditional Japanese beverage, shochu, has been on the rise in America, slowly but surely. One liquor store on the Upper East Side, Master Wright Wines and Spirits, has been a first-hand witness to this recent boom in the liquor industry. Ms. Allen Green, spirits manager at the store, gave us her take on one of their new additions in sweet potato shochu, Karomaru.

How is Karomaru selling in your store?

We've been carrying it for about six months now, and it's doing very very well. I think it's because it's such an easy shochu to drink. It's not overpowering, and is great for people who are just getting into shochu. A lot of females, I think, like this drink because of its sweetness to drink, but it sells equally to men as well. Until recently, potato shochu used to have this really strong smell, but the potato shochus today, like Karomaru, do not. It's a lot cleaner. But I think most people here are not familiar with the older style of shochu anyway, so they find potato shochu very palatable, right from the start.

What are your customers saying about Karomaru?

They like it because it's very clean with a light hint of sweet potato, it has a slight fruitiness and is very easy to drink, and it's very versatile.

What would you pair Karomaru with?

I would pair it with some Thai cuisine or other spicy Asian cuisine because I think the lightness and the fruitiness of the Karomaru would go very well with it. But this is a drink that's great before, during, or after dinner. It's very versatile. For me, I would say the best way to enjoy it is probably on-the-rocks because you want to savor that lightness and cleanliness by itself.

Who are the customers that tend to buy shochu?

Well, it used to be mostly Japanese customers, but now shochu in general is definitely starting to catch on among non-Japanese folks too, with all the Japanese restaurants in town, and also because there are a lot of people who have visited Japan and learned about it there. So it's definitely a growing market, as you can see by our selection here including a few barley, some carrots and sweet potatoes and some rice. We have about 30 different varieties, so sales are definitely on the rise with shochu.

What do you think the appeal of shochu is in general?

Well, I say to my customers, it's like a Japanese Vodka but with a much lower alcoholic content, so you can enjoy it without feeling rough the next day.

In Japan, shochu is known for its health benefits and as a healthier alternative to other alcoholic beverages. Does that play any role in its popularity here?

I don't think people are as health conscious when it comes to the choice of alcoholic beverages here yet, but now that I think about it, I think I will start mentioning its health benefits.



The style of shochu making has changed drastically over the years, and this affects the flavor of shochu. Especially sweet potato based shochus distilled in the new method such as Karomaru, have become very clean, smooth, and easy to drink. Shochu's health benefits have also made shochu a dominant drink among the young health conscious generation in Japan.



One of the most interesting things about shochu is its variety. At Master Wright Fine Wines & Spirits alone, there are over 30 varieties that include barley, sweet potato, cereal, and rice based shochus.

Master Wright Fine Wines & Spirits
1503 3rd Ave. (bet. 85th & 86th St.)
New York, NY 10035
www.masterwrightfinewines.com



Karomaru

Sweet potato shochu with a mild and brilliant taste and a clean finish.
Sweet Potato Shochu 20% Alc./Vol.

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SAKE OF THE CITY

Local Sake



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The Winter Holidays
With Nambu Hiji**

By Chikako Nakagawa, author of
"Chikako's Sake Handbook"
A Pioneer of Sake Connoisseurs Club

Nambu Hiji Brewery
1-1-1, Nambu, Fukushima
Phone: 024-242-4100 / 024-242-4101

Imported and distributed by
NY Market Trading, Inc.
Tel: 212-622-8115



If you want to elevate your sake selection to your holiday season this year, try sake, looking into the year holiday season. With the right sake like Nambu Hiji, Sakurabana, Jinsen, that is especially great with Banquet Sake, you don't have to worry about it. It would pair with your holiday menu. Nambu Hiji Sakurabana Aged can be kept at a room temperature, which means they are the easy ones to be stored with your sake present. Simply adding the sake to a hot water and serving it to a gourmet place can be as your holiday delectable. Choosing the right place for your sake also depends on your taste. In fact, please try a combination of sake to see how it tastes. Nambu Hiji is known for its sake, which is called "Sake of the City" when they have it. Some of the sake, please, and getting the sake to different occasions, temperature, as well as the character of all the different sake they have.

KAGATOBI 加賀鳶

(From left) 純米大吟醸 千日酒 / Senjichi-Kohji / 純米大吟醸 若 加賀 Delight / 純米大吟醸 加賀 Gyo
山梨純米 加賀口 Yamashiro Junmai / 加賀純米 加賀口 Muro / 加賀純米 加賀口 Muro / 加賀純米 加賀口 Muro / 加賀純米 加賀口 Muro



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What is SHOCHU? What is i i c h i k o ?

What is SHOCHU?

Shochu is a spirit that is so close to Japanese people's daily lives that they often enjoy it at *cakaya*, restaurants and even at home. One kind of shochu, "bonkoku shochu" (authentic shochu) typified by *ichiko*, is distilled in a pot-still distiller and made by rising base ingredients such as rice, barley, sweet potato and buckwheat with "koji" (steamed grain on which *kojori* [special mold] is cultivated), an ingredient unique to the Japanese brewing technique, adding yeast to the mixture, fermenting it and distilling it. Accordingly,

bonkoku shochu has a characteristic aroma that comes from its base ingredients. Shochu is obtained through a different process from whiskey and sake as shown in the diagram on the left.

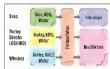
What is ICHIKO?

The word "ichiko" means "it's good" in a dialect spoken in Usa-city, Oita Japan, one home of *ichiko*. This shochu is so popular among Japanese people that there is no one who doesn't know about it. *ichiko* is made with heart from carefully selected barley and pure groundwater with the philosophy of "Quality First." With a refreshing, fruity aroma and a full bodied flavor, it can be enjoyed in any drinking style and complements the flavors of dishes as well. When drinking sake, Japanese often change styles such as chilling or warming according to the season, but *ichiko* is more versatile than sake because people not only change their drinking styles



with the seasons but also with food pairings. This is one of the reasons for its popularity.

ichiko was first exported to the U.S. in February 1986, and it is considered to be the pioneer shochu. There was only one item when it was introduced in this country but the brand has expanded to 4 varieties today, one of which is a type exclusively blended for the American palate. Here we introduce the 4 types. So please enjoy the wonderful experience of drinking *ichiko* whether you are sampling it for the first time or a returning fan.



How to enjoy *iichiko* -Oyuwari-

Oyuwari is a common drinking style during the cold season. On a cold winter night in New York, how about trying "hot *ichiko*" instead of hot sake to warm you up? Here are the steps to making a tasty hot *ichiko*.

- ① Cool the boiling water to about 85°C / 185°F.
- ② Pour the hot water into a glass.
- ③ Slowly add the same amount of *ichiko* to the glass, allowing it to naturally mix with the water.



iichiko SILHOUETTE

This well-known *ichiko* has been the standard of the brand since 1986. Conventional drinking styles like *muwari* (shochu and cold water) and *oyuwari* (shochu and hot water) are recommended. Alcohol content 25%



iichiko SEIRIN

This blend was specially created exclusively for American consumers. It's a new style *ichiko* that boasts light flavor. Alcohol content 20%



iichiko KUROBIN

Various unpasteurized shochus are blended to create its rich flavor. Its package is a unique, Japanese-style ceramic bottle. Alcohol content 25%



iichiko FRASCO

This gives off a gorgeous aroma like fragrant *dagro* sake. It is the premium *ichiko* among others in the lineup. Alcohol content 20%

Distributed by
Wine of Japan Import, Inc.,
230 Third Parkway, Pompano Beach, FL 33064
TEL: 954-825-6565
FAX: 954-825-6667
Email: sakura@wainoimport.com

Distilled and bottled by
SANTO SHUWA CO., Ltd.
<http://www.schco.co.jp/en>



Grocery & Sake Guide

The following is a list of stores where you can enjoy Japanese food and liquor.

☞ Coupon available at www.chopsticksnyc.com

GROCERY

East Asia
301 Broadway St. 2nd Fl. NY 10013
212-693-4100 **Japanes**

Midtown East
325 W 34th St. 3rd Fl. (at 5th Ave.)
212-693-1332 **Japanes**

Manhattan
224 E 104th St. 2nd & 3rd Fl.
212-755-2100 **Japanes**

Manhattan
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212-755-2100 **Japanes**

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A Shochu Moment with Kyoya

— Mizukami's Oldest Shochu Distillery —
Vol.36 "Heihachiro"

One of the enjoyable aspects of authentic Shochu is that it can be enjoyed at various temperatures. It is important to be getting it with cold or hot water. In particular, the recommended way to drink Heihachiro, a Shochu made with the traditional black rice, is to blend the Shochu and hot water 5 to 5 or 6 to 4 so that the alcohol content becomes 12 to 15%.

At Mizukami's Shochu in the West Village, it is becoming a popular place to enjoy Shochu with Maki prepared by its newly hired Sushiman. The cocktails add complete accents while retaining the original flavor of Shochu. Of course, you can't go wrong with yuzu (Shochu cut with hot water). The sweet and crisp aroma matches perfectly with teriyaki and fatty meat.

— Hayato Akiyama —

Monde Selection

2010 International Wine & Spirits Competition
2010 Grand Gold Medal
2010 1st Gold Medal

2010 1st Gold Medal
2010 1st Gold Medal

Information

The place to drink "Heihachiro"
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508 E. 4th St. Ste. 200 201-460-4613	Japanese
Ridgewood Fisheries	
3075 Queens Blvd. Ste. 100 201-475-0302	Japanese
Mezle	
36 N. Ashford Ave. 201-475-4302	Japanese
Yokyo Japanese Store	
6800 Glenhurst Ave. F. 2nd Fl. 410-483-3761	Japanese

SAKE

Godwin Wines & Liquors	
250 Woodbury Rd. 201-622-4335	Sake/ Spirits
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Gossett Wines & Liquors	
525 George Ave. Ste. 100 212-475-3211	Sake/ Spirits

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100 3rd Ave. Ste. 100 212-475-4701	Sake/ Spirits
Deer Trading Co., Inc.	
100 3rd Ave. Ste. 100 212-475-4701	Sake/ Spirits
New York Mutual Trading Inc.	
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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constantly improving quality.

Vol. 7 - MONO of the month

Kutani-yaki Porcelain

Japan has a profound and complex ceramic culture. The styles are different from region to region based on the materials, each location produces and the area's aesthetic tendencies. **Kutani-yaki porcelain** is one of the most revered types of porcelain in Japan and it boasts striking colors and intricate patterns.

Kutani-yaki was born in the small remote village with this name (meaning "9 Valleys") in the mountains of Ishikawa Prefecture about 350 years ago. The prefecture's main city, Kanazawa, is one of the most famous castle towns in Japan, and Kutani-yaki originally began as a source of economic stimulus for the area. This style prospered under the guidance of Mokubei Kinsame, an expert from the Kano school of Japanese painting. It is characterized by five colors of paint (dark green, yellow, red, purple, dark blue) used in mighty and lovely designs with flowing hairlines. The original version, which is now called "Ko-Kutani" or old Kutani is distinguished it from later versions, limited for only half a century. Approximately 80 years after the disappearance of Ko-Kutani, Kutani-yaki was revived and developed into various styles that display symbolic figures from the current "tea-c" (multi-colored and heavily painted) style.

Some examples of the derivative versions are Mokubei, Yoshidaya and Idoye. Mokubei style developed about 200 years ago and the figures, generally drawn in the five Kutani colors, are suspended on a red base layer. On the other hand, Yoshidaya style, developed about 180 years ago, excludes red from its color palette to create a dignified atmosphere. Idoye style, which is 170 years old, is delicate with detailed figures drawn in red and blue gold decoration on the rim.

"I fell in love with Kutani-yaki because of its dynamic and graceful character," said Ms. Ai Takashiki, a young Kutani-yaki potter who participated in an exhibition at Soto Japanese Pottery in New York City in October. According to Ms. Takashiki, Kutani-yaki was affiliated with samurai culture, and it naturally is more powerful and stronger than other famous porcelain styles such as Arita-yaki from Saga and Kyomizu-yaki from Kyoto.

It features Chinese motifs which are largely comprised of celebratory images that are used to bring happiness and prosperity to the possessor. For example, "wanwan" is a fish net pattern representing "the capturing of luck." Fortunatus motifs like peacocks are also often used. Several of the patterns are in an unbroken circle or are repetitive, indicating long-lasting or never-ending happiness. Many Kutani-yaki are used purely for decorative purposes, but some such as cups are used in everyday life.

Contemporary Kutani-yaki artists follow the techniques unique to Kutani-yaki and creatively borrow traditional patterns, giving this ancient art new life by introducing innovative colors and patterns never seen before. It will be exciting to see how this fascinating art form evolves through these toothbrushes in the next 350 years.

Info: **Nami Kutani Ceramic Museum**
50 Jomai-mae Nami, Ishikawa, 923-1111 JAPAN
www.kutaniyaki.or.jp

Ishikawa Prefectural Government NY Office
TEL: 313-857-0822

Soto Japanese Pottery
TEL: 313-719-3040 / www.sotonyo.com



The world's five colors will vary depending on the minerals in the paint being used, and the result is unknown until it is actually fired in the kiln.



Contemporary Kutani-yaki artists demonstrated highly skilled e-tsuho (painting) work at the Soto Japanese Pottery exhibition.

OSEIBO:

Showing Your Appreciation at the End of the Year

Holiday gift season has just arrived, meaning that it's time for you to figure out what to buy for your loved ones. As in the West, people exchange gifts during the holiday season in Japan, but this is not a native custom. What Japanese traditionally observe is a culture of gift-giving known as *oseibo*.



Illustration by Jo Tetsuyoshi

What is oseibo?

Oseibo literally means "the end of the year" and the custom began with people distributing the offerings used for their ancestors' memorial services at the end of the year. Many years ago, items such as sake, *mochi* (glutinous rice cakes), sweet salmon *kombu* (kelp) dried fish, and *tanoso-bushi* (bonito flakes) were given to relatives, neighbors, and business associates. Over the course of time, this custom has changed. Today

people give gifts at the end of the year to show appreciation to people who mean a lot to them.

The *oseibo* period runs from early December to around December 20. One can send *oseibo* in late December, but it is best avoided because people are extremely busy during this time of year. Although people used to visit each household and company when they delivered *oseibo*, these days many people mail *oseibo* to save time for both the senders and receivers.

save time as well as shipping costs. From the receiver's side, they can buy whatever they want. Though it is convenient, some people are unwilling to present gift certificates because they are too unimaginative. For those consumers, gift catalogs offer a perfect solution. They allow the gift giver to select a collection of gifts and a price range, and the receiver to choose their gift from the collection.

According to Mr. Haruyoshi Koshino of Rakuten, Japan's largest online shopping site, regional delicacies delivered directly from producers have been rising in popularity in recent years. King crab from Hokkaido and Shiretoko prefectures and premium wagyu (Japan's domestically raised beef) are popular in this category. (See the diagram left for the top five gifts.) The highly

Last Season's Top-Selling Oseibo*

1. King crab directly from producers
2. Ham and sausage
3. Domestic beer
4. Domestic beef directly from producers
5. Premium udon noodles



*Data provided by Rakuten

What do they give?

Oseibo is not really about person-to-person gifts; rather, it is a family-to-family or company-to-company gift-giving culture. Usually people spend from ¥3,000 (\$36.58) to ¥5,000 (\$50.00) on each item, while an expensive *oseibo* item can cost as much as ¥100,000 (\$1,219*). Each household usually sends three to five *oseibo* gifts each year.

The most sought after *oseibo* gifts are assortments of food and household goods that can be enjoyed by the entire family. These often feature local specialty foods, premium ham and sausage, condiments, sake, sweets, beer, coffee, and detergent. Gift certificates are becoming more and more popular these days for various reasons. From the giver's point of view, they



Winter delicacies like king crab and snow crab are popular *oseibo* gifts these days.

regarded department store Isetan has just launched a campaign highlighting gifts from carefully selected producers that showcase Japanese craftsmanship. One example of Isetan's offerings is limited-production Koshihikari rice from Echigo Falls, which employs a unique "natural tanning" method.

*Exchange rate \$1.00 = ¥122

The etiquette of oseibo

Since oseibo is a formal tradition, there are some rules that you must follow. The most important rule concerns timing. As described above, misusing the best time to deliver your gift might inconvenience the receiver. There are also rules for wrapping oseibo. First, wrap the gift in paper and then put a piece of koshihikari on top. This special white paper has *moshiho* (horizontal paper ribbing) and *nade* (a symbol used for celebratory gift patterns printed on it). *Nishigami* is used in lieu of formal oseibo gift wrapping, which uses real *moshiho* and *nade*. (See photo below.) The real *moshiho* is used for several formal occasions,

including weddings, the birth of a child, graduations, and funerals. Each occasion requires a specific type of knotting style and the knot for oseibo is a butterfly knot using an odd number of red and white *moshiho*. It's polite to write a thank-you letter when you receive an oseibo gift but the exchange of oseibo is usually mutual, so these days people commonly fail to thank each other.

Transformation of oseibo culture

Oseibo culture has gradually been modified as technology advances and lifestyles change. Until the



Unlike other gift-wrapping styles, gift-givers must attach *nishigami* paper on top of the wrapped gift. You should write your name on the lower part of the *nishigami* as shown.

1950s, the oseibo culture in corporations was huge, and many corporations still keep lists of companies that should receive oseibo. Recently, however, retail stores have watched corporate spending decline. In response, the retail industry has shifted its focus to individual customers.

As mentioned before, people do not commonly hand-deliver oseibo anymore but mail the gifts to save time. People likewise are shopping more frequently online. Established department stores such as Isetan also offer online shopping. Mr. Kurohito of Rakuten points out the advantages of online shopping: "The online shop has a greater selection than the actual store as well as more information, allowing customers to learn more about each item. There are extensive user reviews, which help customers to choose." This year, Rakuten started a service allowing customers to select and send oseibo from their cell phones. Technology may make life easier and oseibo culture is becoming more and more casual these days, but people in Japan have not lost the spirit of showing appreciation.

SHIMANE Prefecture Food Fair

Come and taste delicious tea from Sankoen and purchase products from Shimane, Japan

12/3 (Fri) ~ 12/12 (Sun)



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The first 15 customers with purchase over \$20 at each store receive a Jumbo Dango value menu. Japanese style hand-rolled soft white wheat buns.

Shimane prefecture is here in NY with all types of food from its various regions. Traditional confections from Matsue city, delicious noodles from Izumi region, as well as delicious smelter tea and sake/wine will be available exclusively during the fair.

NEW Matsue Sweet Demonstration



12/2 ~ 12/5
(Thu) (Sun)

You can see the craftsmen's amazing technique

12/3 (Thu) Soko Nijissen (11:30am-1:30pm) & Katagiri (12-4pm)
12/3 (Thu) Sankoen (11am-1pm), Sankoen Matsue & Sankoen Soko (12-3pm)
12/4 (Sat) Sankoen Matsue (12-2pm) & Sankoen (11am-1pm) 2-4pm
12/5 (Sun) Sakuragi & Sankoen E. Village (12-2pm)

RESTAURANT NIPPON SODA MOPON 154 W. 32nd St. NYC / 212-693-1591

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at 12:02

The Matsue region of Shimane prefecture is renowned as one of elite prestigious producers of sweets in Japan. NEW Matsue Sweets are delicious hand-made sweets that are low in calories and healthy for you. These beautiful delicacies will bring joy to both the heart and stomach!

Fashion items with a modern twist



Kimono Fur Vest

Put on this popular fur vest and complete your Bohemian style fashion. The kimono fabric on the back bodice effectively makes your body look slender.
¥4,430 (\$22.12)



Must Necklaces + Earrings

Puffy neck chains and ribbon-shaped pendants make this necklace and earring set super cute. The chains on the earrings are removable for your preference.
¥3,330 (\$16.65)



Color Skirt

This mustard color tulle skirt upgrades your fashion. The shape is slim on the waist and flares, giving a feminine impression.
¥4,430 (\$22.12)



Key Necklace

The necklace features a key motif charms with an accent of tiger's eye. Each charm is removable, and you can arrange to your mood and style of the day.
¥2,230 (\$10.25)



Perk Up Your Fashion Sense With Gift Items from Japan



Silver Flower Hair Decoration

The silver flower hair decoration with swinging plum blossoms is produced by a metal craftsman made in Kyoto. It's not only used as a hair pin but also looks good on your jacket and ties.
¥5,500 (\$27.14)

Gift items with traditional flavor



Japanese Paper Parasol

This traditional Japanese umbrella, made of paper, has beautiful flower patterns combined with a swirling design.
¥7,000 (\$32.35)

Kyoto Yuzen-Dyed Tenugui Hand Towel

Kyo-yuzen is a traditional dying method developed in Kyoto. This tenugui (Japanese cotton towel) uses the same method to create elegant traditional patterns.
¥1,000 (\$11.26)



Rice Bran Skin Cream With Matcha Green Tea

Rice bran has a great moisturizing effect and has been used for skincare in Japan for hundreds of years. Combined with green tea extract, this cream is used for the face and body.
¥330-830 (\$3.80-7.41)



2-Toe Tote Socks (A set of two pairs)

These 2-toe tote socks maximize the features of both traditional Japanese footware and western socks to give you the ultimate in comfort.
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CERA Ionized Showerhead Enriches the Lives of You and Your Loved Ones

20% OFF

CERA Ionized Showerhead offers 20% off CERA plus an additional 10% off for new residents.



The showerhead has 1 water and massage and spray. Now you can have soft-quality water at home. It is a perfect gift for you and your loved ones.



In New York, nobody can escape the harsh winter weather, and it is difficult to keep your skin from becoming dry, itchy, or itchy. But there is a way that doesn't involve expensive creams or hair care products, using good water. The CERA Ionized Showerhead can produce negative ionized water that has the tremendous effect of restoring your skin and hair inside and out.

Negative ionized water penetrates deep into your skin and hair at the molecular level and purifies them within their cells, allowing them to hydrate while neutralizing the oxidation that causes weather cells. It can also protect the skin from burns caused by long-term use of chlorine-treated tap water that leaves the skin dry and irritated. **Salee Vijn** is a hair salon based on negative ions. His used and sold CERA showerheads for years and has received positive reactions from customers: "itchiness from dry skin is now gone," "The effects are immediate, and my skin is smooth, soft, and radiant," and "It brings back moisture to my hair and dehydrates it." Some customers use this negative ion water to wash their pets, and one of them said, "It has eliminated odor from my pet's coat, and he looks so happy now!"

Also, the ceramic balls in this showerhead are resistant to rust, unlike other types of negative-ion showerheads. The CERA cylinder does not need to be replaced — it lasts forever. **Salee Vijn** is now offering CERA showerheads for a one-week free trial to allow customers to discover the effects for themselves. Also, until the end of December, the showerhead will be discounted by 20%. Don't miss this opportunity to protect and rejuvenate your skin and hair at a great value.

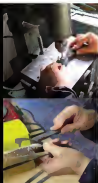
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SoHo's boutique optical store **Facial Index** takes pride in carrying a collection of handcrafted eyewear directly from Japan. At **Keeneko Optical Co., Ltd.**, their parent company, a single artisan creates a pair of glasses from start to finish—shaping the plastic, chiseling it by hand, polishing each piece and assembling the final product more like a sculpture than just a casual assemblage of parts. Every piece of the hand-made eyewear feels like it has been custom-made for you. Experience superior quality glasses produced by Japanese craftspeople today.

Selected Items 50% Off
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"Dr. Ci Dr. CiLabo Holiday Campaign" starts on Nov. 28 offering a free gift with a purchase of \$55 or more of any Dr. Ci Labo products. The gift contains travel size Aqua-Collagen-Gel GEL-UP-USA and "Dr. Perfect GEL-UP" (double foundation) with their original pump travel organizer. The campaign continues while supplies last.

Free Gift

with \$55 purchase or more of any Dr. CiLabo products. Campaign limited through Dec. 28 or until supplies last.

Aqua-Collagen-Gel comes from Dr. CiLabo effectively protects your skin from the severe cold while improving it. The series Super Moisture (Wifee Jm) is reinforced with a generous amount of the skin beautifying ingredients. Milky Ocean Collagen Amber Ocean and BB cream (Aloha Aloha) Douch-UP-USA (Zobai Jm) is formulated with 3 types of powerful lifting ingredients which support the skin surface and improve resilience for a youthful looking expression. The gel and BBs made in Japan.

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Bklyn, Queens & Mercer Sts.
New York, NY 10013
TEL: 212.678.7558
www.kiteya.com
Tue-Sat: 11am-7pm
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Holiday gift items made of children (traditional Japanese dolls) - daruma, lion dog, Gyoza, cherry blossom, (all 10) and snowflake (11). Merrygo-round, merry lion (10) Gyoza cat (10) and a Red Panda (10).

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Miki House has been loved by high-end clientele all over the world. (Photo: Miki House Paris store)

Japan's leading kids brand **Miki House** has been offering high quality apparel, shoes and toys since 1971. With their philosophy being to cater to what children really want, they call "kawaii" fun and comfy outfits, not miniature versions of grown-up fashion. As a holiday gift, they recommend the picture book "Yasei". Along with various, pre-programmed, parent sample, children can play by reading keys on the book.

Miki House

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New York, NY 10003
Tel: 212-627-9000
www.mikihouse.com
info@mikihouse.com
1000-4th, 1000-4th 3000
Sat: 10am-7pm, Sun: 11am-7pm



"KORE WA NAN DESU KA"

[Learning] What is this?

[Image] The phrase is especially convenient while shopping and dining at a restaurant. You can point out the items you'd like to buy or eat and say "korewa nan desu ka?"



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7/11/97 (Sat. 10/19/97, 2:00 PM)	Japanese Embassy Center	Chairman
7/11/97 (Sat. 10/19/97, 2:00 PM)	Japanese Embassy Center	Chairman
Midwest Region	Katagiri & Co., Inc.	
2:00 PM - 5:00 PM (Sat. 10/19/97, 2:00 PM)	Katagiri & Co., Inc.	Chairman
Midwest Region	Lotus Books and Gifts	
7/11/97 (Sat. 10/19/97, 2:00 PM)	Lotus Books and Gifts	Chairman
Midwest Region	Minnesota	
4:00 PM - 5:00 PM (Sat. 10/19/97, 2:00 PM)	Minnesota	Chairman
Midwest Region	President's Property	
7/11/97 (Sat. 10/19/97, 2:00 PM)	President's Property	Chairman
Midwest Region	STEVENS	
7/11/97 (Sat. 10/19/97, 2:00 PM)	STEVENS	Chairman
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Food & Wine **Melissa**

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Liberty These people will be contemporary topics like the 50 state map. (Image included)

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"I'm all about going back to the basics"

Beauty Advisor of the Month: Yoshihide Yonezawa of Yo-C Salon

What is the service you are most proud of at Yo-C Salon?

I'm proud of everything I do, but if I have to choose something, it would be the great but subtle sense of style I can provide through my color, cut, and perm services. This, I can guarantee you will not get anywhere else.

What are some of the things that are important to you as a stylist?

That I give 100% to each and every customer, and try to satisfy them to the best of my ability. It may take a lot of energy to do, and it may be impossible to satisfy everybody, but I try to connect with each one of my customers so that I can understand their needs better and do my best to satisfy their needs.

Do you have any tips for our readers that they

can easily do themselves at home?

I would say try to use leave-in conditioners as much as possible because this can prevent your hair from at least some damage that is done by the city environment. I want to say the best thing to do is nothing, because once you get to the point where you can find indoor waterfalls in the natural environment is really the best thing for the hair. But in this day and age, such an environment is hard to come by, and protecting the hair from all the dryness, heat and such becomes more important. Especially if you live in the city, you will have to protect it more from all the pollution that can cause damage as well.

Yo-C Salon
205 E. 46th St. (bet. 3rd & 3rd Ave.)
New York, NY 10003
Tel: 212-628-8366
www.yo-c-salon.com

Beauty & Health Tips

from Mr. Yonezawa

My best philosophy for beauty and health is all about going back to the basics. First, try to get out of the city once in a while and immerse yourself in nature. Play in the rivers, the oceans, and connect with nature. Second is doing what our parents always told us to do when we were kids: workout.



Once a day, make sure to get plenty of sleep, and eat 3 meals a day regularly. To that though, I would add a glass of sake at night is nice! Thank my back to beauty and health.



Charms in Japan-Vol.3-



J u z u

In ancient times, people put on prayer stones to protect themselves from natural disaster and misfortune. It developed into juzu, a rosary-like string of beads, which is used among Buddhists while praying for the deceased. It came to Japan with Buddhism from India via China about 1500 years ago. The prototype of juzu has 108 beads, the number representing that of worldly desires in Buddhism, and each bead absorbs evil worldly desire and protects the person who uses the juzu. Nowadays, there are several different versions of juzu available, 94 beads, 36 beads, 27 beads, 18 beads and even bracelet style juzu for daily use.

Courtesy of Ikeda Nakamura / <http://www.ikeda-nakamura.jp/interior/>
Illustration by Mikiko Kozono

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Beauty Guide

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212-694-9462 M \$20

Upper East @Jawana-Salonia

1099 Ave. of the Americas (at 103rd St.) F \$30
212-686-6137 M \$20

Upper East Mishi

204 E. 74th St. (at 2nd Ave.) F \$25
212-512-9225 M \$20

Upper East Tomoko Stereo Hair Salon

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77th St. (at 3rd Ave.) F \$30
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Midtown West Mikosaku Salon & Day Spa

561 Madison Ave. (at 34th St.) F \$30
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Midtown West Miya Salon & Day Spa

1099 Ave. of the Americas (at 103rd St.) F \$30
212-686-6137 M \$20

Midtown West Mito

124 W. 42nd St. (at 6th Ave.) F \$30
212-686-6137 M \$20

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Midtown East Mitsu Salon

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PEACE VIA THE STROKES OF THE SHODO BRUSH

Students exchanged choruses of "Konnichiwa!" and "Ogenki desuka?" as they filed into the shodo or Japanese calligraphy class at Japan Society. This class is led by calligrapher Masuko Inkiyo, who began her training at three years old.

Inkiyo Sensei describes the four "treasures" of shodo as the brush, ink, paper and mistame. Shodo came from Buddhism and started as a kind of basic writing, but now it is viewed as one of the several Japanese art forms that end with "do" or "path." Others include sado (tea ceremony), iado (martial arts) and kado (flower arrangement), and like them shodo is often viewed as a type of meditation. Inkiyo Sensei believes that it serves this purpose for her students, as her hour and a half class is a place where their hearts can find peace.

One might wonder whether you have to know how to read and write Japanese in order to study shodo, but this is not the case. The sensei will write samples for the students that they imitate over and over until they finally achieve success. In Japan this "learn by watching" style of shodo is common, but Inkiyo Sensei finds that her non-Japanese students often want more explanation as to why a stroke is a certain way or what it actually means. She says, "For shodo the two things students must understand is that unlike of painting you don't retouch strokes, and that stroke order matters. But more than anything else what is important is becoming one with the brush."

There are several shodo styles ranging from the standard script *kakuho*, the most common modern writing style, to the syllabic Japanese script of *kana*. In between are *gyosha*, a semi-cursive script style, and *soshu*, a "grass script" style that is written at a faster pace and can be hard to read. Depending on what kind of strokes you are incorporating, the type and thickness of the brush you use differs. Brushes can be made from the hair of animals such as horses, goats and sheep, and they vary in length, thickness, and softness. For example, in order to produce fine kanas strokes a thinner brush would be used.

However, even when using the same brush you can produce variations in the result. It depends on factors such as where and how much ink you put on the brush, and whether you dilute it with water. These may seem like small changes, but they have a large effect. More ink can create *neigai* or running and less can create *kesare* or fading. By employing water, the black ink can be made grey or have other gradations. These techniques enable people working from the same sample to produce totally different finished products.

All Japanese schoolchildren grow up learning shodo in elementary school in order to be able to write characters freely (much as learning script might be for American students). This is traditional shodo, but for her class Inkiyo Sensei often highlights the contemporary version. As opposed to traditional, it is appreciated as art and has developed as such from its basic beginnings. She encourages students to use contemporary shodo as a form of expression for intangible things. For her own works Inkiyo Sensei describes her primary inspiration as nature, "not necessarily objects and images, but feeling and mood."

Around the room students were producing works as varied as Japanese poetry and Buddhist sutras, and their straight postures revealed intense concentration. They were indeed "one with the brush," and slowly reaching a place of peace with each stroke.

—Reported by Stacy Swack

Japan Society Toyota Language Center

The Toyota Language Center offers 12 comprehensive levels of Japanese as well as a variety of specialized courses and workshops including shodo. Intermediate classes (beginners of shodo and shodo workshops are currently offered, weekly and weekend classes).

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TEL: 212.715.1256
www.japansociety.org



1. Inkiyo Sensei demonstrating the first part of contemporary calligraphy with a brush made from a dog's hair, one of the softer types. 2. Inkiyo Sensei explaining the second part of contemporary calligraphy to students. 3. The syllabic Japanese script of kana as shodo style that is closest to the thinnest type of brush, as demonstrated by Inkiyo Sensei.

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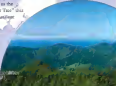
(Designated by UNESCO in 1993)

Stretching across the borders of Aomori and Akita prefectures in the northeastern part of Honshu Island, Shirakami-Sanchi has the last virgin forest of Japan. Subtle's lush trees, five ever-tongued the hills and mountain slopes of northern Japan. A 17,000 hectare area, one of 17,000 hectares of mountains, is designated a World Heritage Site and 74 % is in Aomori prefecture. Shirakami-Sanchi, literally translated as "White Cloud Mountains", preserves nature's still and shows the evolution of terrestrial, freshwater, and marine ecosystems. The mountains are closed from November to May for safety reasons, but during the winter season you will enjoy great views of lakes and waterfalls as well as the 400-year-old "Shirakami Tree" that keeps a prehistoric witness of water in its flesh.

There are some major hiking routes, and guided walking tours and bus tours are also available.

Photo courtesy of the Ministry of the Environment

(Shirakami-Sanchi, Akita Prefecture)



2010 NY Coo Open Art Contest "An Exhibition of Selected Works"

Dec. 1 (Wed)- Dec.17 (Fri), 2010
Reception : Dec. 2 (Thu), 5-7:30PM.

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Kousuke Mochizuki "A pool of Meltdown"



Frank Barrett "Sunflower-Orange Sun"



SENSEI INTERVIEW, VOL. 8

"I MAKE A GREAT EFFORT TO GET STUDENTS LOOKING FORWARD TO WHAT'S NEXT"

Kaiko Stomski (International Lifelong Education)

Would you give some advice to people who want to learn Japanese?

There are some people who think the Japanese language has too many characters like *kanji*, *hiragana*, and *katakana*. However, Japanese is basically composed of phonograms (symbols representing a set of sounds), and as long as you learn the 46 hiragana characters you can listen to and pronounce the language. If something is written in hiragana, you can read it all — that's wonderful! So, I encourage new students not to hesitate but just try.

What do you keep in mind while teaching?

My goal is to direct a student's motivation toward the

next lesson. I always say "Pleasance pays off." No matter how well a lesson went, it can't be considered successful unless the student feels like coming to the next class. On the other hand, even if the student doesn't seem to have enjoyed the class or isn't really motivated, he or she could be excited about coming to the next class if there is enough expectation. So, I make a great effort to get students looking forward to what's next during the last ten minutes of each lesson.

How do you encourage students if they encounter some difficulties?

I always go back to the areas the student is good at. For example, if a student is confident counting num-

bers but not strong at verb conjugation, I ask him or her to practice counting numbers and approach it from various angles without mentioning verb conjugation. Once the student is feeling good, I'll say, "Okay, let's move on to verb conjugation!" This does not always work, but I do care about how my students are doing. I want to reach goals together with my students.

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www.international-lifelong-education.org

STOMSKI-SENSEI'S NEXT LESSON

Japanese has many homonyms that can confuse students. "Are" — pronounced *KA-LEY* — is a basic pronoun meaning "that." It's used to point out something far away from people who are speaking. Another "are" is an exclamation meaning "ah" or "oh." A simple question such as "Are?" Are we men doing it?" employs two "are" words. Can you distinguish one from the other?

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HARDCOVER TOP 5 IN JAPAN (11/8-14)

Book title	Author	Publisher
1. Kadeo-ritsu 85%, Repito-ritsu 76%... Drucker to "Management" s Toondas	Naomasaoka Mine	Diamondosha
2. Hoshi Kaitoku-yakiau no Jochi Manager ga Drucker to "Management" s Toondas	Natsuro Iwase	Diamondosha
3. Fujiwara-san-cho no Maishi Gohan	Mie Maeda	Shin to Seisaku Sha
4. Sukkin Bigan Roller	NA	Takazujimasha
5. Kosekura no "Seigi" no Hanashi o Shiyau	Michael J. Savdel	Hayakawashobo

PAPERBACK TOP 5 IN JAPAN (11/8-14)

Book title	Author	Publisher
1. Hakugin Jack	Kogo Higashino	Jitsugyo-no-Nihonsha
2. Ore no Imoto ga Konna Konna Nite ga Nai?	Tokuaki Furukawa	Asahi Media Works
3. Ayakashi no Hana	Tetsuya Honda	Bungeishunko
4. Tokeru, Tokokeru	Rin Nakano	Shinchosha
5. Noboru no Shiro 1	Ryo Wada	Shogakukan

THE MONTHLY PICK



KADOKA-RETSU 85%, REPITO-RETSU 76% KOKYAKU GA KANSERU-MACHI-SARU HOTEL KE ONOAWAETETSU KOTO
The long title and its subtitles tell what this business book deals with: "The rate of operation 85%, the rate of repeat 76% Things are done in the hotel whose customers are willing to be on the waiting list—What the super hotel's slogan 'The Best Customer Satisfaction per 1 year initiatives' (Rank #1)

THE MONTHLY PICK



HAKUGIN JACK
This star mystery writer's latest title was made straight in paperback, skipping hard cover distribution, from his strong desire to let people read more printed books instead of e-books. The supernatural mystery starts with a bomb threat at a popular ski resort demanding ransom. What's behind the random murder threat and what is the criminal's motive? (Rank #1)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



KITCHO: JAPAN'S ULTIMATE DINING EXPERIENCE
Kitcho has long been heralded as one of Japan's premier dining establishments. Under chef Tetsuya's watchful eye, it has reached new heights of superb food atmosphere and presentation. Tetsuya's approach is remarkably simple: How to draw out the best and prepare each ingredient in the optimum way. This book is not only beautifully presented, it captures the same spirit as chef Tetsuya's preparation of delicious dishes.



KANSHA: CELEBRATING JAPAN'S VEGAN AND VEGETARIAN TRADITIONS
Celebration of Japan's Vegan traditions begins with 'Sansei', appreciation: an expression of gratitude for nature's gifts and the efforts and ingenuity of those who transform nature's bounty into marvelous food. Japan's culinary authority, Elizabeth Andoh offers over 100 carefully crafted vegan recipes. Andoh delights in demonstrating how "nothing goes to waste in the Kansha kitchen."

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MOVIES FOR YOUR EAR

— TORU TAKEMITSU AT THE FILM FORUM

The legendary Japanese composer Toru Takemitsu may not be a household name in the US, but many of the movies he scored throughout his career are—Akira Kurosawa's *Ran*, Masaki Kobayashi's *Kwaidan*, and Shohei Imamura's *Black River* among them. During the first half of December, the prominent, independent movie theater, the Film Forum, will be screening 10 of Takemitsu's most famous collaborations, which is an incredible opportunity for moviegoers to re-familiarize themselves with this master.

Takemitsu was truly a renaissance man. Born in 1930, he was often ill and bedridden, with the radio as his only companion. He taught himself how to compose through his exhaustive knowledge of all styles of music, from European to traditional Japanese to jazz, and first achieved global recognition as a composer with his acclaimed *Akaguro* for strings in 1967. He loved movies, and composed over 180 film and television scores throughout his lifetime.

Takemitsu passed away in 1996, but his influence is immeasurable. He opened the doors for Japanese composers to gain exposure in the western world, and raised the art of film composition to be a stand-alone listening experience.

As a soundtrack junkie, I can personally tell you that the soundtrack to *Ran* is often on my playlist and is one of the most evocative. He was always evolving too—even dabbling in electronic music and the avant-garde.

If you make it down to the Film Forum, make it a point to at least see one film you haven't seen, and take the time to research a familiar film just to focus on Takemitsu's music. As usual, the Film Forum has shown their good taste and chosen several appealing films mixed with some unknowns. Definitely check out *Red Roys*, *Antonio Gaudi* and *The Face of Another*, which are all often overlooked retrospectives.

Takemitsu at The Film Forum will be running from Dec. 3-16. Check the Film Forum website for a more detailed schedule: www.filmforum.org

Note: Takemitsu is a filmmaker, songwriter and director of the 1955 *Princess Akasaka* (renamed as *It's a Wonderful Life*)



Photo © 1978 Peter Schaff
Courtesy Film Forum

The World Heritage Sites of Japan

SHRINES AND TEMPLES OF NIKKO

(Recognized by UNESCO in 1999)

Long before the Tokugawa Shogunate established its family shrine in Nikko during the 17th century, the area was considered a sacred place by Shinto deities. Accordingly, Nikko has both temples and shrines, which both harmonize and contrast with the surrounding mountainous natural beauty. UNESCO has designated two shrines, Fushimi Shrine and Tsutsugaki, and one temple, Rinno-ji Temple, as World Heritage Sites. Together, the Tokugawa family shrine, its especially famous five-story bell tower and watery pagoda construction technique that reflect the surrounding and enhanced splendor of the lake period. Nikko, located 120 miles north of Tokyo.

Tokyo, is a major tourist attraction of Japan. The great area of Nikko provides magnificent views of nature and offers centers (for retreat) or well, the shrine complex is an especially popular site for visit.

Photo courtesy of Japan National Tourism Organization



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About Me: Stephanie Michewski / ADVENTURE GIRL
Stephanie Michewski, known as "Legions of Love" as "Adventure Girl," has covered a unique niche in the world of travel and entertainment. Her website, AdventureGirl.com, has been utilized by millions leaving its site on morning planes to visit. She has been named "Traveler's top global 100 and top 50 female" to follow with more than 1 million + readers from 8, growing.



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SHOPPING TOWN INSIDE TOKYO STATION



When it comes to Japanese train stations, the first thing people look for is shiny sleek designed, high-tech train cars. But in the past decade or so, Japan's large train stations have transformed their organic space into commercial space. Shinjuku, meaning inside train station in English, is the new concept in accommodating commercial space for people passing through the station. It has been very successful and became major shopping centers. Station commercial space used to be limited to newspaper stands, small kiosks for tobacco and snacks, and noodle stands. Today, it is common to see stores inside train stations selling boxes of sweets, luxury confectionaries, travel kits, books, magazines, gift shops and convenience stores.

The ultimate example emerged in the largest train station in the country, Tokyo Station. Originally built in 1914 as the train hub, Tokyo station accommodates an average of 3,000 trains daily, including commuter trains and the bullet trains, and 690,000 people pass through the station every day. Tokyo station has come through the largest renovation, which created a spacious commercial promenade reminiscent of a small town inside the station. Just inside of Passa Gate at the station is the First Avenue Tokyo Station (Tokyo-ichi Avenue-gate), and once you go to the basement level,

it is a large shoppes' heaven for unique Japanese products. Tokyo Ramen Street is on the southern side of the floor, featuring the virtuosos of ramen noodles in Tokyo to fill travelers' stomachs with quick yet tasty ramen noodle soup bowls. On the north side is Tokyo Character Street, the perfect showcase of Japanese characters. Japan is a very character savvy country, and in addition to the world famous Hello Kitty and animation characters, Tokyo Character Street is where to shop for other Japanese original character products from TV stations and toy stores.

Japanese travelers always buy souvenirs for family and friends with local flavors from their destination. Right by Tokyo station's Passa ticket gate is Oniyage Plaza, a perfect quarter to stop by and check out Tokyo's famous gourmet gift shops. Japan has many regional flavors, and this is where you can find the best of Tokyo flavors. They usually come in nicely packed packages, which are easy to take home.

If you buy a train ticket and go inside the gate, there is another commercial promenade called GrandData, which runs through the wide passage on the street level floor of Tokyo station. Housing nearly 50 tenants selling gourmet bento boxes, deli food, confectionaries,

flowers, and many other carry-out gourmet products, this is a good shopping stop before a long train ride or at the end of your train trip. Japan's efficient and comfortable train travel experience is globally known, and frequent passengers never forget to grab nice meals for the train. Tokyo station has a great variety of bento boxes to take on the train, which is another way to enjoy the Japanese food culture.



Even if you are not taking trains, there are many stores you can stop by for Japanese flavors and local experiences. Shinjuku also has many cafes and tokiyas (Japanese style pubs), and is always lively with office workers from nearby office towers. This historic, large train station thrives as a gathering place as it has been over the last century.

STATION CONCIERGE TOKYO

As one of the busiest train stations in the country, Tokyo station facilitates foreign travelers as well. Station Concierge Tokyo provides multiple services, and supports foreign travelers with basic questions in English. Read the big "3" sign on the 31 floor of GrandData for directions, copy services, international fax services and more. Go to <http://www.tokyostationconcierge.com/en> for more information.

— Nan Akatsu | Public Relations Manager at the New York Office of JNTO



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JAPAN POP QUIZ

Which "ken" prefecture has the largest surface area? (Excludes Tokyo, Hokkaido, Osaka and Kyoto which are not categorized as "ken" prefectures.)

- 1 Fukuoka Prefecture
- 2 Fukushima Prefecture
- 3 Iwate Prefecture
- 4 Hiroshima Prefecture



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Exhibition

December 1 - 17 **FREE**

Open Art Contest - "An Exhibition of Selected Works"

NY Coe Gallery

This December, NY Coe Gallery is hosting their 5th Open Art Contest with 156 works of art submitted by 70 artists from around the world. The NY Coe Gallery Open Art Contest's BEST/CA top prize was awarded to "Beatline" and "A Pool of Meltdown" by Japanese artist Katsuki Mochizuki, and three modern folk artists' "Sunflower Cottage Sun" and "Helianthus Amara-Sunflowers" were awarded the NY Coe prize. In addition to the two top prize winners, 22 prizewinners from among the 70 contest entries and two judges will have their works exhibited as the show. The post-awards will take place during the opening reception, which will be held on Dec. 2 from 5-7:30pm.

Location: 1120 Broadway, Suite 211, (bet 266 & 276 St.)

New York, NY 10019

Tel: 212-380-1141 / www.openart.comDecember 4 - 24 **FREE**

Bakamatsu to Mito! Hand Colored Photograph Exhibition

Mikuri

This December, Japanese vintage shop Mikuri is holding a special antique photo exhibition. The exhibition features a collection of photographs taken and carefully hand-colored during the Bakamatsu to Mito period (1860's - 1930's). These beautiful photographs offer a rare glimpse into the everyday life of Japanese people at

that time and shouldn't be missed by anyone who is interested in the art of photography or Japanese culture.

Location: 17 3rd Ave., (bet 13th & 14th St.)

New York, NY 10003

Tel: 212-695-5899

www.korekore.com

Throughout January 2, 2011

Yoshitomo Nara: Nobody's Fool

Asia Society



The exhibition assembles 20 years worth of paintings, sculptures, drawings, and large-scale installations that map the evolution of one of the most influential and internationally renowned MeUp artists working today. Nobody's Fool shows connections between the artist's work and the sensibilities of youth subcultures worldwide, focusing on themes of alienation and rebellion, particularly in relation to rock and punk music, the inspiration and subject of many of Nara's works. The exhibition is accompanied by a fully illustrated 270-page catalog. See the Yoshitomo Nara interview featured on pages 2-5 in *Chopsticks NY*.

Location: 121 Park Ave., (at 7th St.)

New York, NY 10021

Tel: 212-388-6400 / asiasociety.org

Performance

December 4

Annual Concert 2010

The New York Mixed Chorus

The New York Mixed Chorus has made appearances at numerous events and occasions, including NY Yankee Stadium and Carnegie Hall. In this annual concert, they will perform traditional Japanese pieces, classic songs, and Japanese pop songs. The performance will be conducted by Yasuaki Iwasaki, and the accompaniment will be Hiroko Yamaguchi. For details, call or email Mr. Takahashi.

Location: New York Society for Ethical Culture Grand Hall

11 W 44th St., (at Central Park West)

New York, NY 10013

Tel: 646-415-8444

nymixedchorus.com/www.nymixedchorus.comLecture/Forum/
Film/FestivalDecember 3, 5 & 16 **FREE**

Japanese Cinema 1950s

Asia Society

The decade of the '50s produced a wide array and high quantity of films that made it the golden age of Japanese cinema. Politically radical New Wave films, formally vigorous art films, and mainstream genre films were produced side-by-side contributing to the vibrancy of the industry. This series showcases a sampling of films representative of this period. Free Admission with pre-entry. Program directed by Miles Naruse on Dec. 3 (Entry by Nov. 30).

Age of Assassins, directed by Kikashi Okamoto on Dec. 5 (Entry by Dec. 2), and *The Art of Death* by Eiichi Kudo on Dec. 10 (Entry by Dec. 7)
Genres: JTS: Perf. Adv. (w/ Adv. S.)
New York, NY 10022 / www.musae.jp/en

December 3-18

Film Forum

The two-week film festival features 19 films celebrating legendary Japanese composer Taro Takemitsu (1913-94). Takemitsu's music added vibrancy to the acclaimed work of director Haruki Tsuboyama (*Woman in the Dunes*, Antonio Gaudí), Masaki Kobayashi (*Haze in the Kaze*), Masahiro Shimizu (*Pink Flower*), Nagisa Oshima (*The Ceremony*, *Empire of Passion*), Kōji Wakamatsu (*More on the Pacific*), and Akira Kurosawa (*Dodes'Ka-den*, *Ken*). All the film titles above will be screened during the festival.

Genres: JTS: W. Western R., (Int. Adv. & Perf. S.)
New York, NY 10024
Tel: 212-232-8170



Shima Kiyoko in Masahiro Shimizu's *Pink Flower* (AO OF OF-OF) (JTS) (C) Kenji Kurosawa. Playing Dec. 15-18.

December 8 **FREE** Gift Wrapping Workshop Kimono House



Kimono specialty store Kimono House, will be having a free Japanese gift-wrapping workshop. Learn to use waste (Japanese rice paper), paper with yuzen (elegant dyeing method) patterns and kimono fabrics to wrap your gifts. You can learn how to create beautiful wrappings using your own gift box or with items you can purchase at the store. You can also purchase wrapping materials on the day of the workshop. It's a 30-minute session with a small group of participants. Advance registration is required prior to the day of the workshop.

Genres: JTS: Spring S., (w/ Seasonal S.)
New York, NY 10012

Tel: 212-695-4222

December 10

Film Screening: *Pines on the Plain* Japan Society

50 years before Clint Eastwood inked the subject in *Letters from Two Wives*, Ken Kikuchi's *Pines on the Plain* was denouncing war with bone-hard forthrightness and bare-bone grandeur in the haunting and timeless tale of prison warden Tamiro (Eiji Yashiro), a war-torn, blind, tubercular struggler who staggers through the hell-like lands of the Japanese-occupied Philippine island of Leyte in October of 1945. A fine adaptation of the critically acclaimed 1952 novel by Shigeru Fukuda, *Pines on the Plain* weaves light years away from fire-ravaged petrioles and war-torn sentimentality. This film is presented in part of Japan Society's film series: *Sea & Its Opposite* (season 3A, 3rd volume) Japanese Art House.

2012: 4th S., (Int. Adv. & Perf. S.)
New York, NY 10017

Tel: 212-713-1258 / www.japansociety.org



Pines on the Plain © 1952 Kikuchi Pictures, Inc.

Event Feature

December 14

JapanNYC Festival

Carnegie Hall

This December, Carnegie Hall presents JapanNYC, a two-part city-wide festival led by artistic director, Seiji Goveia, inviting audiences to explore today's Japanese arts and culture with more than 65 performances at Carnegie Hall and New York City's partner venues. The JapanNYC schedule will feature concerts by some of Japan's finest classical music ensembles including performances by the Saito-Kinen Orchestra and the Seiji Goveia Orchestra (Seiji Goveia Music Academy Orchestra) — a rare overseas performance. Surrounding these concerts are a variety of exhibitions, workshops, and theater that will extend throughout

Event

December 1

Between Emotions/Free by Three Nations Schools/ Hiroko Banno

Between International — NY Chapter

Between: Ghana and Sagami Schools are the subjects of a live debate (Japanese flower arrangement) demonstration by those talented practitioners, who will portray someone from the perspectives of their schools. The event begins with an annual *Genji Banno* featuring items related to Japanese or Japanese culture. Humane observations will be available. Details at betweeninternational.org. NY Chapter web site: www.between.org

Genres: *The Japanese American American*

13 W. 4th St., (Int. Adv. & Perf. S.)
New York, NY 10014

Tel: 212-232-1257 / betweeninternational.org

December 11

Open House Karate Lesson for Kids & Adults Kyokushin Karate

Come experience authentic Japanese Karate practice with Kyokushin Karate's first annual open house on Dec. 11. Shihan Katsuhiko Gomi, Director of the International Dept. of the IHD Kyokushin Karate, 415 (South) Street and 4th Avenue (Block 8th) will lead two training sessions in NYC and one in NJ geared specifically for beginners. No special equipment, uniforms or commitments required.

New York City including main theater, taiko drumming, dance, music and calligraphy traditional gagaku performances, as well as other musical offerings including Matsuo Uchida, Midori, Bach Collegium Japan with conductor, Masaru Suzuki, the NHK Symphony Orchestra led by Andre Previn, Koto Drummers jazz quartet, Tokuji Kikuchi, shamisen players, Tokuji Kikuchi and Masahiko Nitta, pianist Akira Kobayashi, and more.

JapanNYC will launch at Carnegie Hall on Dec. 14 with Seiji Goveia conducting their concert by the Saito Kinen Orchestra. The orchestra's performance will feature jazz soloist Matsuo Uchida, and will also be the U.S. premiere of a new work by composer Akira Kikuchi.

Location: 811 2nd Ave., (Int. Adv. & Perf. S.)
New York, NY 10017
Tel: 212-247-7800 / www.japannyc.org

Open house attendees who decide to stroll at Kiyokaden Karate New York will receive a coupon worth \$50 off registration. Space is limited so reserve your spot in advance.
Location: 381 Madison Ave., 9th, 2nd fl. (at 28th St.)
New York, NY 10017
TEL: 212-647-3334 / www.kiyokadenkarate.com

Happenings

Special New Year's Menu

Kakuhai Japanese Restaurant

Kakuhai is known for their elegant kumaki dishes and well-crafted Japanese cuisine. On Dec. 1 and 2 only, they

are offering Omaki (\$95), a traditional Japanese New Year dish prepared by master chefs from Japan. You also can choose a seafood course to accompany your omaki (\$115). Reservations for Omaki can be made from Dec. 1. Lunch and dinner are available.
Location: 44 Park Ave., 3rd fl. (at 28th St.)
New York, NY 10014
TEL: 212-685-7711 / www.kakuhai.com

Free Hair Shampoo & Conditioner Set for New Customers

Tomoko Shibus Hair Salon

Japanese hair salon on the Upper East Side, Tomoko Shibus Hair Salon is offering a free hair shampoo & conditioner set to the first 20 new customers who receive over \$60 in hair services. The gift products are from an acclaimed Japanese brand, Milbon Nigeli series, and you

Demonstration", a live cooking demonstration of the wagashi (traditional sweets) of Matsue City, one of the most famous sweet producing cities in Japan. At the demonstration, you can watch master confectioners create delicious and visually stunning wagashi.

Also, the first 15 customers who purchase over \$20 at each store receive a Jumbo Dango-sake mitsu, Japanese-style donut stuffed with white azuki bean paste.

List of Locations for Shimane Prefecture Food Fair

Seneca Mart Mall: 17 E. 4th St., NYC / 212-532-6348
Seneca Mart Saks: 434 Broadway, NYC / 212-677-8833
Seneca Mart East Village: 4 Seymour St., 2nd fl., NYC / 212-319-3040

December 12th E. 4th St., NYC / 212-752-7300

Saksbury: 20-25 Astor St., Astor Blvd., NYC / 718-264-7229

Japan Center: 327 Monmouth Ave., White Plains, NY / 914-452-4723

Katagiri: 231 E. 38th St., NYC / 313-755-3566

New Matsue Sweet Demonstration Schedule

Dec. 2

11:30am-1:30pm Saks Ritten

2-4pm Katagiri

Dec. 3

11am-1pm Seneca

3:30pm Seneca Mart Mall and Seneca Mart Saks

Dec. 4

12:30pm Seneca Mart Mall and

11am-1pm, 2-4pm Katagiri

Dec. 5

12:30pm Saksbury and Seneca Mart East Village

New Matsue Sweet tasting only

Dec. 2 Restaurant Katagiri and Saks Ritten

can choose one from four types (three for colored hair and one for whitening). The size is perfect for just trying and traveling, and it's even good for a holiday gift. The campaign runs while supplies last.

Location: 27 E. 2nd St., 3rd fl. (at 2nd Ave.)

New York, NY 10012

TEL: 212-222-8839

Free Glass of Shochu for Chopsticks NY Readers

Shochu

Honmyokyo in the East Village, Union, serves home-style Japanese comfort foods with over 50 kinds of shochu. From Dec. 18 to 24, they will hold a Christmas campaign offering a free glass of Shochu no Samsu (shochu), locally brew shochu from Oita Prefecture, for Chopsticks NY readers. The shochu is aged in Southern Whiskey barrels and has a smoky flavor and silky texture. (Read this article or mention Chopsticks NY to enjoy this offer.)
Location: 41 E. 2nd St., 3rd fl. (at 2nd Ave.)

New York, NY 10003

TEL: 464-459-1332

50% Off Selected Eyeglass Frames

Focal Point

Saks's boutique optical store, Focal Point carries a variety of eyewear items from the masses of eyeglass frames Saks City, Tokyo Prefecture. With established craftsmanship that their parent company boasts, they provide high quality, stylishly designed, and functional frames. Until the end of December, the store is offering a 50% on selected eyeglass frames.

Location: 384 Grand St., (at New St.)

TEL: 464-413-1055

www.focal-point.com

50% Discount on Ramen for Chopsticks NY Readers

Samso Kaboya



Newly opened ramen shop in the East Village, Samso Kaboya, takes pride in their flavorful soups that have been in development for over 13 years. Now they are offering 50% off any bowl of ramen for Chopsticks NY readers. Be sure to bring in the coupon on page 15 to take advantage of this offer. Coupon valid until Dec. 31.
Location: 334 E. 28th St. (at Ave. A & R)
New York, NY 10009



The highlight of the event is the "New Matsue Sweet

TEL 212.670.0032 / www.kaleapp.com

Free Treatment Service with Coloring

Sakura Matsuri

From Dec. 1 through 20, Sakura Matsuri offers a free 5-step treatment (\$40) when you get your hair colored at the regular price. The treatment helps repair dry and damaged hair and even the popular Milbon product, Inphoson. Sakura Matsuri's recommended color for the winter is Chocolate Brown. After being lightened and damaged by the summer sun, Sakura Matsuri will restore your hair to a relaxed and dignified color. Attention: Chapsticks NY to enjoy this offer.

Location: 136 Sullivan St., (bet W. Houston & Prince St.)

New York, NY 10013

TEL 448-494-6237 / www.sakuramatsuri.com

Special "Omakase Menu" at Teikyū Style House Cooking Restaurant

Kappan Sake Ninomiya

Kappan Sake Ninomiya, in the Park Slope neighborhood, serves Teikyū style home cooking with a unique twist, managed by the owner/chef Fumiko Kiyama. They aim to serve foods "with Tokyo quality at budgetary prices." For six days, from Dec. 7 to 12, they will present an Omakase event "Trust Me," inviting master chef Fumiko to create two chef's choice special menus, Omakase Sushi/ Sashimi and Omakase Appetizers, bringing the flavor of authentic Japanese cuisine. The event will be held at downtown only (5:30pm to 10pm).

Location: 208 3rd Ave., (bet 4th & 5th St.)

Brooklyn, NY 11215

TEL 718-633-8519

www.kappansakehouse.com

Christmas Gossiping: Free EMaying When You Spend More Than \$2,000 Yea (\$28.28)

JSHOPPERS.com

The biggest Japanese online shopping site is bringing the fashion market. JSHOPPERS.com carries over 50,000 items, including Japanese crafts, closet gadgets, convenient and chic kitchen utensils, sleek stationery, jewelry and health products, clothes and even food! Until Dec. 24, they will hold a Christmas Campaign free item selection shopping and handling when you spend more than \$2,000 per purchase.

IMAGE



\$20.28 with the exchange rate of \$1=85 yen! Also, you get three times more points on your purchase during this period!

Info: www.jshoppers.com

info_english@jshoppers.com

info@jshoppers.com

MEGI's Midtown Japanese Special Dinner Makes Your Holiday Memorable

MEGI's Midtown/MEGI's New York

The finest modern Japanese restaurants, MEGI's Midtown and MEGI's New York, will serve a special 8-Course Christmas Prix Fixe Menu for \$195 on Dec. 23, 24, and 25. The course includes: Alaskan King Salmon Tasting with Dorian Olivier; four kinds of Seasonal Sashimi, "Tokyo Nigiri"; Lobster Risotto; Five Cher Dorian Kebab with Black Truffle; Assortment of Mousse-Appetizers; Pure Dorian and your choice of Kake Dori Sashimi "Kogari" Shokko Shokko Tatsu Chawan Shiro and Edamame Nigiri Sashimi & Almonds. Menu Swap as well as a Christmas Sashimi Platter Indulge yourself in the dazzling course menu in the luxurious surroundings of MEGI's.

Location: MEGI's Midtown

412 Street/Prince Place, (bet Trump Tower, Art St.)

New York, NY 10017

MEGI's New York

47 Bleecker St., (bet Church St. & W. Houston)

New York, NY 10012

TEL 212-664-7777 (for reservation)

www.megisrestaurants.com

Christmas Gift Fair: Assorted Utagaki Packages for the Holidays

Utagaki



Curious, fit Japanese store, Utagaki is now holding a Christmas Gift Fair until Dec. 24. During the campaign period, they will carry two types of gift packages that will include pre-selected Japanese items with great value. \$10-Package consists of a variety of parties worth over \$100, and \$50-Package includes ceramics and pottery worth over \$150. The items are well mixed from basic styles to both simple and elaborate designs, and they are perfect for you, friends and yourself! Also, it's a great help for male customers who are puzzled with what to choose for their wives and girlfriends.

Location: 46 Madison Ave., (bet 27th & 28th St.)

New York, NY 10017

TEL 212.699.0332 / www.ugaki.com

Buy One House Sake and Get One Free

Ramen Setagaya

Popular destination for ramen in the East Village, Ramen Setagaya is offering a Drink Special campaign until Dec. 31. From Monday through Friday if you order one glass of house sake, you'll get another one for free. Warm your self up with steaming hot ramen and alcoholic beverages.

Location: 34 St. Marks Pl., (bet 2nd & 3rd Ave.)

New York, NY 10003

TEL 212.367.7937

10th Anniversary Campaign: Element for New Customers

10th Holistic Center

Shiatsu massage and kampo (Chinese herbal medicine) specialty center, 10th Holistic Center has entered into its 10th anniversary, this October. Celebrating its 10th anniversary, they're offering two massage package menus at discounted prices for new customers only. 50-minute package includes 30-minute kampo herbal sauna & shower. 75-minute full body massage and 75-minute special treatment of your choice, and it's offered for \$15 (Reg. \$45). 90-minute package includes 30-minute kampo herbal sauna & shower, 45-minute full body massage and 75-minute special treatment of your choice, and it's offered for \$45 (Reg. \$120). Refresh your mind and body with 10th therapeutic services.

Location: P.E. 45th St., 4th Fl.

(bet Madison & 46th St.)

New York, NY 10017

TEL 212.517.5300

Chopsticks NY Enthusiasts: Strolling Kama-dori Sugaryaki at 8PM/9PM

Isakaya



Kabuzayaki is a traditional style of charcoal grilling enjoyed in Japan for years. The kabuzayaki specialty restaurant at Times Square, Isakaya, is now serving Kama-dori Golden eye wrapped which is in season. It is actually the only place in New York people can enjoy the fish as sugaryaki (grilled whole fish), which has plump white meat that can serve up two or three people at least. From

Now: 25-Jan-25, 2011, Inskaya offers 50% off Kismet exclusively for Chopsticks NY readers. Don't forget to bring the coupon on page 12.

Location: 231 W 46th St, (bet 46 & 46.5 Ave.)

New York, NY 10019

TEL: 212-234-2745

www.inskayany.com

"Wagyu" Gift Fair for Holidays

Mitsuru Marketplace

Mitsuru Marketplace has set up an extensive corner at their storefront to offer over 50 gift items that are perfect for showing your "wagyu" appreciation to your loved ones. Items imported from Japan include an assortment of winter wear like scarves, coats, and chokorins, and a variety of Japanese snacks like wabai (Japanese rice crackers), don-yaki (red bean paste sandwiches with Japanese rice porridge), manjiko (red bean paste sand-wich with Japanese rice porridge), and yotaka (red bean jelly), as well as Japanese tea sets, Japanese shampoo set, and cream hot spring bath with sets. Prices range from \$18 to \$48. Also, from the first week of December, they will add premium items from famous brands, including Mizuno, Isotoner, and Asahi. Besides gift items, they carry ingredients for sushi (Japanese New Year dish) to complete your Japanese style holiday. They will be open during the entire holiday season.

Location: 361 Ave. A, (between E 1st & 2nd St)

TEL: 212 461-4533

www.cultureusa.org/ajishib



Up to \$20 off Shirts for Chopsticks NY Readers

Your True Self

During the month of December, shirazu salon on the Upper West Side, Your True Self will offer a 10-day special for Chopsticks NY readers. Upon mentioning Chopsticks NY, you will receive a \$10 discount for introductory shirazu session and if you book two sessions for yourself or with a friend or family member in



the same week, each session will be granted a \$15 discount, making the regular \$75 session only \$60. Also, if your group decides to book three sessions or more within two weeks, each session will be just \$55. To redeem this offer, mention Chopsticks NY upon making an appointment by phone only.

Location: 361 January Ave. (at Amsterdam Ave.)

New York, NY 10017

TEL: 212 478-4252

http://true-self.com/publications/shirazu

Three Discount Options at New Sushi Restaurant

Konami Sushi

Celebrating its grand opening, Konami Sushi on the Upper East Side is offering 50% off all regular rolls, sushi and sundries and 25% off chef's special rolls from Sunday through Thursday (dine-in only). Also, until the end of January, they are offering another discount exclusively for Chopsticks NY readers. On Fridays and Saturdays, 10% discount on total bill. Mention Chopsticks NY to redeem the offer. The discounts apply only for dine-in customers, and different promotions cannot be combined.

Location: 367 2nd Ave. (bet 6th & 7th St)

New York, NY 10017

TEL: 212 268-2710

www.konamisushi.com

Holiday Cheesecake Drawing

Kamakura Bakeshop

From Dec. 1, Kamakura Bakeshop will start accepting entries for their Annual Holiday Cheesecake Drawing. All you have to do is fill out the form in the store and put it in the drawing box. A variety of prizes will be awarded, and the draw will be declared on the day of the draw on Dec. 18.

1007 Ave. of the Americas, (bet 4th & 42nd St.)

New York, NY 10018

TEL: 212 684-5200

50% off Drinks During Happy Hour and Holiday Special (best)

Sushi Lounge

Sushi Lounge, known for their variety of delicious ramen, udon, mochi, and sushi, is now offering 50% off on sake cocktails and beer during happy hour (starting at 4pm), from Dec. 20 to Jan. 18. Their happy hour prices will be extended all day long! Now you can enjoy both their all-day-long discounted sushi (minimum order of \$15 before discount) and Happy Hour drinks during the holiday season.

Location: 323 St Mark's Pl, (Corner of 8th St & Ave. A)

New York, NY 10017

TEL: 212 286-1100

www.sushilounge.com

Mitsuru Green Tea Recipe Contest with the Introduction of New Matcha Products

Mitsuru Inc.

In addition to their popular Mitsuru Green Tea Powder Universal Quality, they're introducing two new lines: Ceremonial Quality and Culinary Quality. The Ceremonial Quality highlights exquisite aroma, sweetness, and color of high quality matcha green tea, and the Culinary Quality makes a noticeable piece for use in cooking while maintaining the genuine matcha flavor. With this new release, Mitsuru Inc. will hold an Original Recipe Contest. To participate in the contest, send your original recipe using their Mitsuru Green Tea Powder. Culinary Quality until Jan. 15, 2011. The Grand Prize winner will receive \$500 and all the entrants will receive a prize as well. Go to their website: www.mitsuru-inc.com for details. Also, 5 lucky Chopsticks NY readers will receive a set of three matcha green tea. To enter, email or mail your name, address, email address, your favorite Mitsuru product(s), and name of the store(s) where you purchase the tea(s) to: info@mitsuru-inc.com or Mitsuru Inc. 16391 Milliken Ave. Irvine, CA 92616.

Info: www.mitsuru-inc.com



Happy Hour Specials at Japanese Barbecue House

Gyu-Kaku

Japanese Barbecue house, Gyu-Kaku Midtown and Gyu-Kaku East Village, will offer extensive and huge discount deals for a limited time. At the Midtown location, selected appetizers, rice & noodles, sake, wine, and yakitori are offered for \$5 and lower for \$1. Also, selected BBQ items are 50% off. At the East Village location, all alcoholic drinks and selected BBQ items, steak, and specialty beef are 50% off. In addition, Gyu-Kaku course menu is offered for \$55 (reg. \$70) and most lower course is for \$155 (reg. \$200). The time and day of the week that you can enjoy these promotions vary so go to their website for details. The promotions can apply to dine-in customers only.

Location: Gyu-Kaku Midtown

363 2nd Ave., 2nd Fl. (at 38th St.), New York, NY 10017

TEL: 212 762-8814

Gyu-Kaku East Village

34 Green St. (bet 16 & 16.5 St.), New York, NY 10013

TEL: 212 475-2149

Oruki Sake Releases Two New Products**Oruki Sake (U.S.A.), Inc.**

With a history of over 300 years in Japan, not only is Oruki Sake the first major sake brewer established in the United States, it is also the oldest. In mid-December, they will add two new items to their long list of quality sake. Oruki Duffi Daigyo is a fresh, smooth sake with pear, melon, and banana notes. It is a seasonal sake and supplies are limited. Kiku Fuge — "sparkling express," a refreshing peach flavored sparkling sake that is excellent as a dessert sake or to enjoy with a variety of tobans. Both sakes are ready to order for this holiday season. Visit OrukiSake.com.

40 York Ave., Brooklyn, NY 11221

TEL: 718-454-8885

**\$10 Off Seito Shibusa Treatment****Den Center**

Japanese seito and shibusa specialty clinic, Den Center is currently offering \$10 off for their Seito Shibusa treatment. Master Sasaki and his trained professional staff specialize in finding the root cause of your pain, and will give you a customized treatment that resolves these special combination of shiatsu and seito to target any specific physical problems. Their room accommodates two at a time, so feel free to bring a friend or a loved one too for the ultimate holiday gift!

Location: 141 E. 23rd St., 2/F, (bet. 2nd & 3rd Ave.)

New York, NY 10003

TEL: 212-679-4134

www.denusa.com

**Special Christmas Prix Fixe Dinner****1 or 3**

Our Japanese restaurant, 1 or 3, will be offering a 5 course Prix Fixe Christmas Dinner on Dec. 24 and 25. Selections include Assort Bouche, Akara Chiku Chiku,

Shoyu Steak (3 pieces), Aka Gyo Tendon (with unagi and yuzu), Gyoza, Sake Miso (3 pieces), Roasted Duck, Strawberry Short Cake and More Chocolate Souffle. The private menu is \$55 per person. Reservations are required by Dec. 14 and please specify that you want the Christmas Prix Fixe Dinner, as the restaurant will also have the regular menu on these two nights as well.

Location: 40 South 2nd St., (bet. East & West Ave.)

Brooklyn, NY 11211

TEL: 718-386-5152

www.1or3nyc.com

\$110 Off Tokyo Anime Freedom Tour 2011**N.A.S.**

Tokyo Anime Freedom Tour 2011 (Mar. 22-30, 2011) specially programmed by Japanese travel agency, N.A.S. Destination Japan is now on sale. The tour highlights a visit to Japan's largest anime convention, Tokyo International Anime Fair, and an amusement park, Top Gun Highland as well as shopping towns in Akihabara, Harajuku and Shibuya, and sightseeing in Tokyo. The 7-nights and 8-days special tour costs \$1,599 including airfare from Los Angeles. Take advantage of \$150 off with check payment by Jan-14.

Info: www.destination-japan.com

TEL: 1-877-385-5759

20% Discount on "Sweet" Gifts for The Holiday's**5th Avenue Chocolatier**

5th Avenue Chocolatier is a family owned business that has been selling the finest Belgian chocolate for more than 37 years in the U.S. as well as 30 retail kiosks in Japan and Japan Airlines. Now, exclusively for Chopsticks NY readers, they're offering a 20% discount on all of their products this holiday season. Type in "CHOP-57CKS" when you place your order on their new website to receive the discount, and the offer is valid at their stores as well. Offer ends on Feb. 14, 2011.

Location: 407 5th Ave., (at 42nd St.)

New York, NY 10017

TEL: 212-633-5494

www.5thavenuechocolatier.com

Free Gift With Purchase of Skincare Products**Dr. Ci:Labo**

Insired by a Japanese dermatologist, Dr. Ci:Labo's line of skincare products are versatile and do not contain any additives, coloring, or artificial fragrances. For a limited time only, Dr. Ci:Labo is offering a free gift with an \$85 purchase or more of any Dr. Ci:Labo products. The gift contains travel size Aqua collagen Gel, Enrich-Ulti-EX and "102 Perfect Cream" (makeup foundation) with their original jewelry travel organizer. This special holiday campaign runs from Nov. 26 thru Dec. 31, or while supplies last.

Location: Alhambra Marketplace

283 River Rd., Alhambra, NJ 07020

TEL: 201-941-9133

www.alhambra.com

**\$50 Off 6th of Japanese Eatery in SoHo****Shizen Gaido**

Shizen Gaido, known for its hand-made cocktails, beers and pastries, is now offering a winter time promotion. All drinks, except for limited drinks are 50% off with purchase of a sandwich or salad after 3pm until closing. Also, they have just reopened their backyard and equipped it with a heating system. Enjoy their comfort cafe menu and bright sunlight on the heated terrace.

Location: 187 Spring St., (bet. Sullivan & Duane St.)

New York, NY 10012

TEL: 212-664-2945

**10% Discount On Food Cane for Chopsticks NY Readers****ADACASE****ADACASE**

ADACASE introduces the Noyce Folio Deluxe case.

which makes typing e-mails and chatting online on your iPad a breeze. It comes with a Bluetooth keyboard that allows you to connect to your iPad seamlessly and the silicone case helps protect your keyboard from accidental spills. Chopticks NY readers will receive a 10% discount when purchasing the Keycase Folio Deluxe from AIDA-CASE online. Don't forget to enter the discount code Q42P5T0C10.

Info: www.aidacase.com
info@aidacase.com

Free Draft Beer

Kirikara

Currently the only Japanese izakaya in Koreatown, Kirikara has a reasonably paced cuisine and over 120 different kinds of fine sake, including new sake selections for the winter holiday season. Kirikara is now offering a free draft beer for Chopticks NY readers when they order Olive it until Monday - Wednesday and is located to save per person.

Location: 21W 22nd St., 2/F, (bet. 5th Ave. & Broadway)
New York, NY 10011
TEL: 212-695-2022 / www.kirikara-ny.com

Original Action Figure: Choosing to Chopticks NY Readers

Sata Pharmaceutical Co., Inc.

Sata Pharmaceutical has been a respected household name in Japan for almost 100 years and now operates in 14 countries. They are now offering their original sports action figures free to our lucky Chopticks NY readers. The figures feature Sata Pharmaceutical's company mascot Sata chan (boy elephant) and Snake chan (girl elephant) in six different sports uniforms: Soccer, Tennis, Golf, Baseball, Basketball, Ping Pong, and Judo. You can apply for a figure at survey4chopticks.com by Dec. 31. Winners will be selected at random.

Location: 2050 1st St., Suite 2
Demers, NJ 07627
TEL: 201-753-8389
<http://sata-pharm.com>
 To apply: survey4chopticks.com



18% OFF Winter Vacation Immersion Program for Kids NYCHOLA, LLC (Let's Play in Japanese)

Join Japanese learning center, NYCMOA this winter vaca-

tion and receive 18% off when you register by Dec. 15. The Winter Vacation Immersion Program is geared toward kids ages 4 and 5 who are home from pre-K and kindergarten. The program runs Dec. 22-31 and features daily crafts, music, reading, writing practice, yoga, karate, and games. Full week registration is \$360, or \$110 per day. The registration deadline for the Immersion Program is Dec. 22. In addition, they are also starting Early Bird Specials for 2011! Purchase any Playgroup pass by Dec. 15 and receive 10% off. Walk-in Specials for December: Saturday Playgroup: \$35 for 2.5 hours of Japanese. Valid Dec. 4, 11 and 18. Visit their website and register online.

Location: 381 E. 136 St., 4/F, (bet. 14th St. & Ave.)
New York, NY 10035
www.youthin.com

28% Discount On Infant Showerhead

Silena Wijn

CERA showerheads produce negative air ions that has the tremendous ability of relaxing and relieving dry, irritated skin. Silena Wijn, a hair salon based on negative ion technology, has used CERA showerheads for years and has received positive reactions from customers. Silena Wijn is now offering a one-week free trial to allow customers to discover the effects for themselves as well as a 28% discount on one CERA shower head (Reg. \$250) purchases. Offer ends Dec. 31.

Location: 10 Rockefeller Plaza, (bet. 5th & 6th Ave.)
New York, NY 10020
TEL: 212-444-0444
www.cerashower.com

Special Holiday Sale

Kikyo

Kikyo specializes in a diversity of unique products from Kyoto, Japan such as fashion accessories, kids clothing, fabrics, cards, paper, and much more. From now until the end of the year, Kikyo is holding a special holiday sale where you can find items sold for as low as \$5 and up. This is the perfect opportunity to pick up small treats for Christmas gifts. Gift wrapping is also available this holiday season and throughout the year.

Location: 464 Avenue D, (bet. Mercer & Grand St.)
New York, NY 10013
TEL: 212-251-7365
www.kikyo.com

10% Discount On Pedicures

Salon Secrecy

Located in Koreatown, Salon Secrecy is now presenting a 10% discount on pedicures until Dec. 31. Pedicure services can be done in 30 minutes. Colors: Orange, Green, Teal and Charcoal colors and the flower water soaking, which includes a 10-min foot massage and oil-

an treatment (if needed) is priced at \$25 each. The other color flower pedicure includes callus treatment, coffee flower soaks, coffee flower mask, and a 10-min foot massage for \$45. Regular pedicure prices are now \$25 and regular manicures are \$15. Send a text message to 917-526-1624 for an appointment.

Location: 21W 22nd St., (bet. 5th & Broadway)
New York, NY 10011
TEL: 212-671-0444

10% OFF New Model GUNPLA

Gundam Planet

Gundam Planet, an online shop specializing in Mobile Suit Gundam items as well as anime and manga-based figures and Japanese plastic models, is now taking pre-orders for Perfect Grade 140-The Ultimate GUNPLA (Gundam Plastic Model) which will be released in January, 2011. Perfect Grade 140 is the highest end of GUNPLA and packed with the latest technology that allows for exceptional mechanical design and human-like movement. During the months of November and December, Gundam Planet will offer a 10% discount for customers who place a pre-order. And the customers will also receive BANDAI's 2010 GUNPLA Catalog as well as original Perfect Grade item limited to the first edition.

Info: www.gundamplanet.com



PERFECT GRADE 140

50% Discount on Plans Rental for Chopticks NY Readers

Ablesize Piano

Ablesize Piano is a full service piano store offering pianos and accessories sales, rental and repairs as well as moving and storage. They are now offering rentals for a brand new Kawai upright piano. Three models of K5, S6 and CE280 are currently available, and it is an affordable and easy way to have a great piano in your home. Chopticks NY readers will receive a 50% discount on the first month rental. Some restrictions may apply. Visit their showroom for more details.

Location: 344 Ave. D, (bet. 5th & 10th St.)
New York, NY 10013
TEL: 212-697-4455
www.ablesizepiano.com

Fine Dining in the Skies: Gourmet Flights with ANA



Moments and Memories Inspired by Japan

As the holiday season nears, people's minds fly far away to their upcoming holiday travels. Some might be worrying about grueling, long flights, but one airline is doing its best to remove the stress and strain of air travel. Japan's leading airline, All Nippon Airways (ANA), brings you a relaxing and uplifting journey in the skies with its refined services and excellent hospitality.

ANA reconfigured its services and amenities earlier this year based on the "Inspiration of Japan," a guiding principle focused on innovative, original, and modern Japan. The airline is now offering upgraded amenities (the Japanese way of treating people) to help make your journey exciting and valuable. Although ANA has introduced many new features, here we highlight its exceptional meal service.

Eat What You Like at Your Own Pace

ANA's business class dining has expanded their menu to offer extensive Japanese and Western à la carte items, allowing customers to eat what they like. There are a variety of choices, but it should be noted that three special menus were created in collaboration with renowned culinary experts. The first menu features home-style dishes created by award-winning chef and cookbook author Harumi Kurihara. They are sophisticated Japanese comfort food. The second menu offers a series of smoked dishes from Akasaka KURI restaurant that have full-bodied, rich flavors. The last menu presents a superb pairing of appetizers with three premium sakes provided by Katsuyama, an esteemed sake brewery in Miyagi prefecture. For those who enjoy more standard in-flight meals, there are, of course, many other offerings and light meals available on the regular menu.

Assortment of Hearty Japanese Dishes

Customers in premium economy* and economy class can enjoy ANA's original J-Menu, which features hearty, traditional Japanese dishes enjoyed in daily life. The items like Donburi bowls, Teriyaki plate meals, Bento lunch boxes, and Udon noodles are offered on a rotating basis. Also, set menus, light meals and drinks served in business class are available in premium economy* and economy classes. Order mouth-watering selections from the ANA MyChoice menu, including the original rice ball plate with hot miso soup, a selection of noodle dishes, premium sake, wine, and champagne with snacks**. In each class, original dishes are changed every month to bring fresh and seasonal flavors to your dining table in the skies.

*This premium economy class is offered on the 777-300ER model.
**ANA MyChoice menu is a pay-to-order service and may include a reservation advance. Some items do not accommodate the same as.



ANA developed the world's first steam oven to cook tasty gyoza (stuffed rice) in small amounts, allowing the ability to serve freshly cooked gyoza anytime.



The unique unadorned food and accompaniments offered exclusively in ANA's business class will give you a pleasant surprise.



ANA's original J-Menu takes the essence of everyday Japanese food and upgrades it for fine dining.



A la carte dining in business class is revised every month.



ANA MyChoice menu is a new pay-to-order food service that allows premium economy* and economy class customers to enjoy light meals and drinks from the business class menu.

*Menu content will be revised as they change without notice.



A STAR ALLIANCE MEMBER



For further information on their new brand, visit

www.fly-ana.com

